MAD

IND

Our Price 25c CHEAP

No. 56

July '60

Weak coffee sales gives us growers java jitters!

...so everybody must gird themselves for the fight against the common enemy—namely low profits!

Every day a new busybody doctor comes up with some drivel about coffee overstimulating people – making them nervous, short-tempered, pugnacious, etc. So WHAT! Do you want to be a lily-livered Milktoast who lets others walk all over him, who gets jostled in a crowd and just smiles and lets it go at that? Or do you want to be a red-blooded Pan-American type boy who creams the slob for getting in your way? Well, if you want to be someone who doesn't take anything from anybody, then you've got to have nerve! And what's the best way to expose nerve . . . ? Coffee, of course! STRONG COFFEE! In fact, weak coffee drinkers are more hateful than non-coffee drinkers. What with all the filthy medical scares, and competition from other (ugh!) beverages hurting us plenty, they've started a trend called "cutting down." So now everyone's cutting down, leading our whole farshimmelt business to disaster!

JOIN THE CRUSADE FOR STRONGER COFFEE (AND STRONGER PROFITS)

Write today for your free complete Frightened Coffee Growers' Kit. It contains a membership certificate, pamphlets that tell the whole miserable story of how the Pan-American coffee growers are losing their shirts, a full-color chart showing declining sales, an 8 x 10 picture suitable for framing of starving plantation owners and their servants, and a recipe book on how to make coffee meals that include coffee appetizers, coffee entrees, coffee desserts, and coffee tea.

LEAGUE OF FRIGHTENED COFFEE GROWERS

NUMBER 56 JULY 1960

MAD

"Invariably, the contents of a will are a dead giveaway!"
Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **IDEAS:** Jerry De Fuccio
PRODUCTION: Leonard Brenner **LAWSUITS:** Martin Scheiman, Esq.
INCOME TAX EVASION: Sidney Gwirtzman, C.P.A.
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
Patty Play Dolls 36
BILKING IT DRY DEPARTMENT
How Publicity Works 19
CHEW'S WHO DEPARTMENT
MAD Bubble Gum Cards 14
CLUMSY CATEGORY DEPARTMENT
MAD's TV "Alfie" Awards 39
DON MARTIN DEPARTMENT
"The Chiropractor" 13
"The Good Woman In Africa" 18
"The Tourist and the Italian Urchins" 42
"The Chase" 48
FIVE-RING CIRCUS DEPARTMENT
MAD's Modern Olympic Games 10
HOKE-FILLED ROOM DEPARTMENT
Madison Avenue's Political Ad Campaigns 4
HOLLYWOOD DEPARTMENT
More "Scenes We'd Like To See' 31
LETTERS DEPARTMENT
Random Samplings of Reader Mail 2
LITTER-LY SPEAKING DEPARTMENT
The Garbage Explosion 22
MARGINAL MARVIN DEPARTMENT
More "MAD Y'OX" ..... **
SONG OF INDIA INK DEPARTMENT
The MAD "Comic" Opera 26
THE MAN IN COMMAND DEPARTMENT
U.S. Army Chicken Officer's Manual 43
THE TRUTH BLURTS DEPARTMENT
Honest Ads 32

**Various Places Around The Magazine

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VITAL FEATURES

MADISON AVE'S POLITICAL ADS 4

Comes election time, and Madison Ave. Ad Agencies start selling candidates like they sell detergent, by giving us the ol' soap.

MODERN OLYMPIC GAMES 10

Why limit Olympic Games to top athletes when new events can be introduced where any clod in today's society can easily compete.

HOW PUBLICITY WORKS 19

MAD shows how a publicity man gets his client's name into print by trickery and deceit ... one way being to write this article for us.

THE GARBAGE EXPLOSION 22

A serious problem faced by an expanding population is the growing production of garbage. This **MAD** article only adds to that problem.

THE MAD "COMIC" OPERA 25

"Li'l Abner's" success as a musical and a movie may inspire other adaptations of famous comic strips, so **MAD** kills the whole idea.

HONEST ADS 32

MAD foresees the great day when all advertising will be honest, and all ad-men will have to do an honest day's work—for a change.

MAD'S TV "ALFIE" AWARDS 39

Each year, the television industry presents "Emmys" for "best" in a series of ridiculous categories, so **MAD** adds some of its own.

ARMY OFFICER'S FIELD GUIDE 43

MAD uncovers a top-secret army field manual for its new officers, which gives basic training in the art of being really "chicken".

START YOUR OWN HALL OF FAME

(Mainly, Famous Idiots)

with a

BISQUE CHINA REPLICA OF

ALFRED E. NEUMAN

use coupon or duplicate

MAD BUST

225 LAFAYETTE STREET
NEW YORK 12, NEW YORK

I want to start my own "Hall of Famous Idiots", so rush my bust(s) of Alfred E. Neuman. Then, I can add a bust of me . . . for being idiot enough to fall for this ad in the first place.

I ENCLOSE $_____FOR:

☐ 5½" Bust(s) at $2.00 each
☐ 3¾" Bust(s) at $1.00 each

INDICATE AMOUNT AND NUMBER OF BUSTS

NAME_____

ADDRESS_____

CITY_____ZONE____STATE_____

LETTERS DEPT.

ALFRED FOR PRESIDENT

How come all the "Alfred E. Neuman For President" signs all over your mag?

Mike Cunningham
Garden City, N.Y.

President of what??

John D. Rogers
LaVerne, Calif.

SHUNNED

I recently hung a picture of Alfred E. Neuman, your "What–Me Worry?" kid, in my room. I also have a stack of MAD Magazines scattered around. Ever since I hung the picture and scattered the magazines, everyone seems to be afraid to come into my room. Can you explain?

Robert E. Raymond
Port Washington, N.Y.

Have you taken a bath lately?—Ed.

NOTE OF THANKS

Thanks for a solid 48 pages of the funniest magazine I've ever read.

Gardner McKay
Beverly Hills, Calif.

Thanks for a solid 39 weeks of the funniest TV show we've ever watched. (See pg. 41)—Ed.

PUT TOGETHER WELL

I always felt foolish reading MAD in public until the day I saw my Social Studies teacher reading a copy. He told me that he thought the magazine was put together well, and that the staff must be comprised of some very smart men.

Linda Fertig
Great Neck, N.Y.

How smart do you have to be to use a stapler?—Ed.

Hi! Marginal Marvin again, with another session of "MAD Y'OX," the game that makes any clod into a gag cartoonist as long as he can make an "O" and an "X!"

MAD BUST

My MAD Bust arrived today, and now it stands next to my bust of George Washington and my bust of Abraham Lincoln. My mother thinks I'm a nut. What can I tell her?

Sam Wohl
Coral Gables, Fla.

Tell her she's absolutely right!—Ed.

I was so crazy about my "Alfie" bust, I used it as a centerpiece in my tropical fish tank as your ad suggested. After the bust was in the tank a few hours, all the fish jumped out. Do you think Alfred E. Neuman makes fish sick?

Gary Wolfersberger
Abington, Pa.

Why not? He makes **people** sick!—Ed.

PONTIAC SPECIAL

For those of you who were lucky enough to miss the Pontiac "TV Special", Four For Tonight, featuring MAD, here is a scene from the show—Tony Randall in an adaptation of Don Martin's famous "Hair Tonic Commercial".—Ed.

SECRET OF SURVIVAL?

We are presently discussing advertising and its importance to newspapers and magazines in my Journalism class, and this brought up the question: How does MAD survive, since it has no paid advertising?

Joyce Aldrich
Pleasant Hill, Calif.

Beats us!—Ed.

CAMPAIGN FOR THE MAD VOTE

With An "ALFRED E. NEUMAN FOR PRESIDENT" Kit

HERE'S WHAT YOU GET: AND ALL FOR ONLY $1.00!

A SELF-ADHESIVE "DAY-GLO" BUMPER STICKER

A 2-COLOR CAMPAIGN H.Q. DOOR SIGN

HAPPY SUBSCRIBER

Gee, I'm glad I have a two-year subscription to your magazine—because it expires soon!

Bob Rothstein
Forty Fort, Pa.

COLLEGE READING

I am a college freshman who has been reading MAD ever since the "I had one grunch but the eggplant over there" days—some four years ago. Perhaps that is why I never became a sophomore.

Joe Szymanski
Villanova Univ., Pa.

GLARING ERROR

While glancing through the special "April Fool" issue, I noticed a glaring error: mainly, the magazine was funny for a change!

Alan Silverman
Jersey City, N.J.

IT'S A BET!

Ten-to-one this letter never gets beyond the Editor's desk.

Ronny Perlman
Greenwich, Conn.

You lose! It **did** get beyond the desk . . . right into the waste-paper basket!—Ed.

CHEMICAL REACTION

The other day, I brought my copy of MAD into Chemistry class, where we were doing an experiment with magnesium sulfide and nitric acid. Accidentally, I knocked over the beaker of acid on my copy of MAD. Speaking of *mutilation* . . . the nitric acid flowed over the magazine, then turned to water and evaporated!

Terry Bird
Murfreesboro, Tenn.

That's because MAD is so **base**!—Ed.

COOL READING

I specifically got on this shipment to Thule, Greenland, to get away from your crummy magazine, and I can't take it any longer! The Eskimos are reading your stuff, too!

A/3c Terry L. Reed
Thule, Greenland

All you have to do to play "MAD Y'OX" is: Think of a gag situation, then illustrate it with "O's" and "X's" . . . like these . . .

MAD Y'OX

My roommate and I wish to express our unqualified approval of MAD. I am presently spreading the "MAD Y'OX" game through the dorm. Here's a sample of my fiendish originality.

Robert Higgins
Cambridge, Mass.

The sample of Bob's fiendish originality appears on page 48.—Ed.

LYLE BETTGER

I'm putting my statue of Alfred right next to my statue of Lyle Bettger.

Ives J. McCoy
Laredo AFB, Texas

We are MAD about the clod who is responsible for touting Lyle Bettger all over the April Fool issue of MAD. Lyle has been our favorite since way back. Why your sudden interest in him?

Edna M. Thompson
World Federation of
Lyle Bettger Fan Clubs
Philadelphia, Pa.

Lyle Bettger

Lyle Bettger is one of those actors whose face everybody knows, but whose name nobody knows, so we figured it was about time the face and name got together.—Ed.

Please address all correspondence to: MAD
Dept. 56, Room 706, 225 Lafayette Street
New York 12, New York

A LITTLE KNOWLEDGE IS A DANGEROUS THING!

SUBSCRIBE TO MAD

. . . and play it safe!

MAD SUBSCRIPTIONS
225 LAFAYETTE ST.
NEW YORK CITY 12, N. Y.

I enclose $2.00. Please add my name to your subscription list, and send me the next 9 issues. Incidentally, MAD is great for passing the time between exams . . . mainly, the time between flunking the first one . . . and taking it again the next year!

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

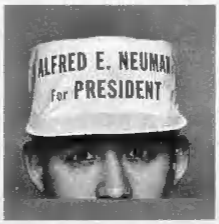
PUT A LITTLE FUN IN YOUR LIFE!

Try dancing! Because it's cheaper than wasting 25¢ on a full-color picture of our "What—Me Worry?" kid, Alfie. However, if you're the wallflower type, send two-bits to: Dept. "What—Color?", c/o MAD, 225 Lafayette St., New York 12, N. Y.

A 17"x22" 2-COLOR
CAMPAIGN POSTER

A 2½" FULL-COLOR
CAMPAIGN BUTTON

A RED-AND-WHITE
CAMPAIGN CAP



MAD CAMPAIGN KIT
225 Lafayette Street
New York City 12, N.Y.

I think running Alfie for President is a great idea, even though some people think running him out of the country is a better idea. I enclose $1.00 each. Send me _____ "Alfred E. Neuman for President" kit(s).

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

HOKE-FILLED ROOM DEPT.

During the last Presidential election, the major political parties enlisted the aid of large advertising agencies to assist in their campaigns. The charge has since been made (by the losing candidates, we assume) that Madison Avenue sold candidates the way they sell

MADISON POLITICAL AD

THE DEMOCRATS MIGHT ADVERTISE THEMSELVES AS FOLLOWS:

THE STONING OF RICHARD NIXON—one of a series of paintings, "The Miserable History of the Republican Party in Pictures," commissioned by the Democratic Party

Great Moments in Politics

The practice of "Politician-Stoning" — regarded by many as a recent phenomenon, actually dates back many years. It was a "Great Moment in Politics" for us when this age old practice was revived during the Vice-President's visit to Venezuela.

Actually, as a Political Party, we decry violence of any kind. The only attacks we condone are those made in the heat of campaign oratory. That's why the stoning was a "Great Moment." Because it served to demonstrate the differences between politics as practiced in South America, and politics as practiced in the U. S. A.

We know how those people felt, because we've often felt the same way about Mr. Nixon. But the best *we* can do, because we're supposed to be civilized, is call him names like "Tricky Dickie" and let it go at that. Because the Democratic Party has resolved to bring you cleaner campaigns, and, when we are elected, a cleaner government by providing America with today's better politicians.

THE DEMOCRATIC PARTY *pioneers in better politicians*

ARTIST: GEORGE WOODBRIDGE

soap or cigarettes. With the 1960 Presidential election coming up, we at MAD figure advertising agencies will take an even larger part, continuing to sell candidates like soap or cigarettes . . . only more so! In fact, we foresee something pretty much like this in . . .

"Gee! I wonder why they keep missing our net?"

AVENUE'S CAMPAIGNS

THE REPUBLICANS MIGHT SLAM THE DEMOCRATS AS FOLLOWS:

You know what they always say . . .

"YEAH (SIGH) IF YOU VOTE DEMOCRATIC!"

with the **Democrats**

This fellow carries the mail. His job sometimes makes him tired. But you can bet he'll be even more tired if the Democratic Party gets elected, because his mail-bag will be loaded with all those Relief Checks the Democrats are always handing out. Let's face it, friends, the Democrats are for "The Welfare State," and that means more Welfare checks! So if you want full employment, lower taxes, continued prosperity (and to help your friendly mailman), vote REPUBLICAN. Because if you're thinking about voting for the Democrats come election day, "Relief is just a ballot away!"

"CURSE THEM RELIEF-GIVIN' DEMOCRATS!"

NIXON FOR PRESIDENT **N** A Product of The Republican Party

WRITER: GARY BELKIN

HERE'S THE KIND OF AD WE MAY SEE WHEN NIXON RUNS

EVERYBODY KNOWS

It's who's up front that counts

Nixon's got it — REPUBLICAN BLEND — the mild lovable candidate who's been specially processed for the Presidency!

You get something special with Richard M. Nixon. Pure, sweet, lovable personality to begin with . . . plus Nixon's secret REPUBLICAN-BLEND of political training.

After all, if a candidate doesn't have training, how can he expect to qualify for the highest office in the land? But REPUBLICAN-BLEND takes care of that for Richard Nixon, the one man specially processed for the Presidency by Dwight Eisenhower himself. REPUBLICAN-BLEND is the difference between Nixon and his harsher, more irritating opponent.

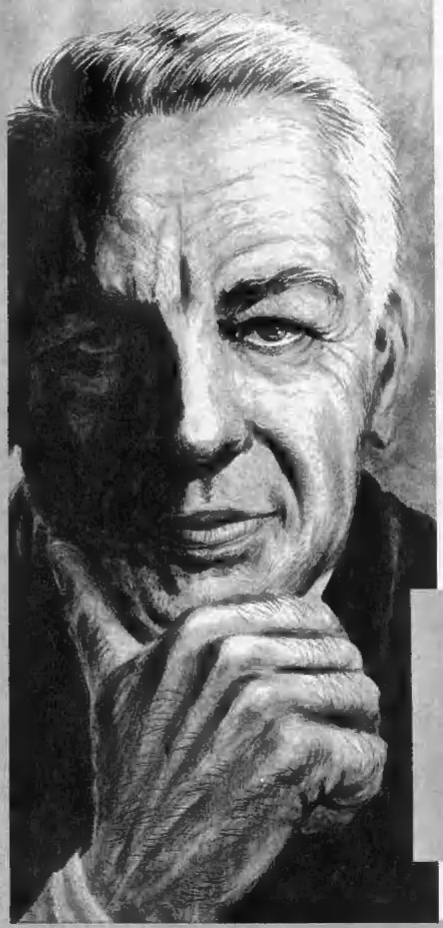
America's best-sold Presidential candidate.

NIXON RUNS GOOD

LIKE A CANDIDATE SHOULD!

HERE'S THE KIND OF AD WE'LL SEE IF STEVENSON RUNS

The Man Who Thinks For Himself Knows...



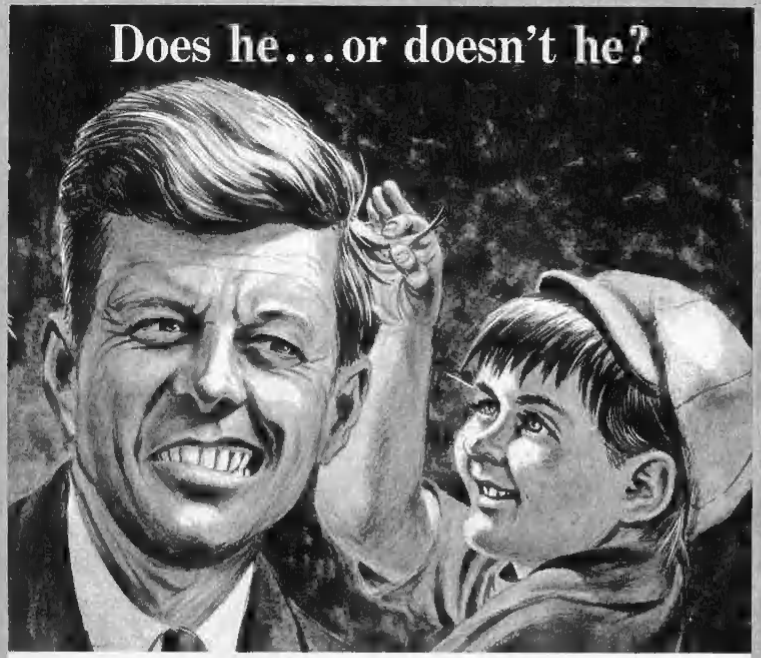
ONLY STEVENSON IS A THINKING MAN'S CANDIDATE . . . A VOTING MAN'S HOPE!

This man thinks for himself. Knows the difference between fact and fancy. Trusts judgment, not opinion. Such a man always votes for STEVENSON. And he's had three chances to do so! His reasons? Best in the world! He knows for a fact that only STEVENSON is *a thinking man's candidate, a voting man's hope!*

Familiar egg-head smile

Some sculptor! Who ever heard of using live models for a Totem Pole!

AND HERE'S WHAT WE'LL SEE IF KENNEDY IS NOMINATED



Hair so natural only his campaign manager knows for sure!

Always so clean-cut and boyish looking! Here's a man who wears his years lightly—courageously. There's a naturalness about him, mainly that wild mop of red hair that contradicts the calendar from election year to election year. So what's the difference if his voting record has varied over the years? His hair has remained the same! And isn't that what we are voting for, folks? The man . . . and his hair! Not the man!

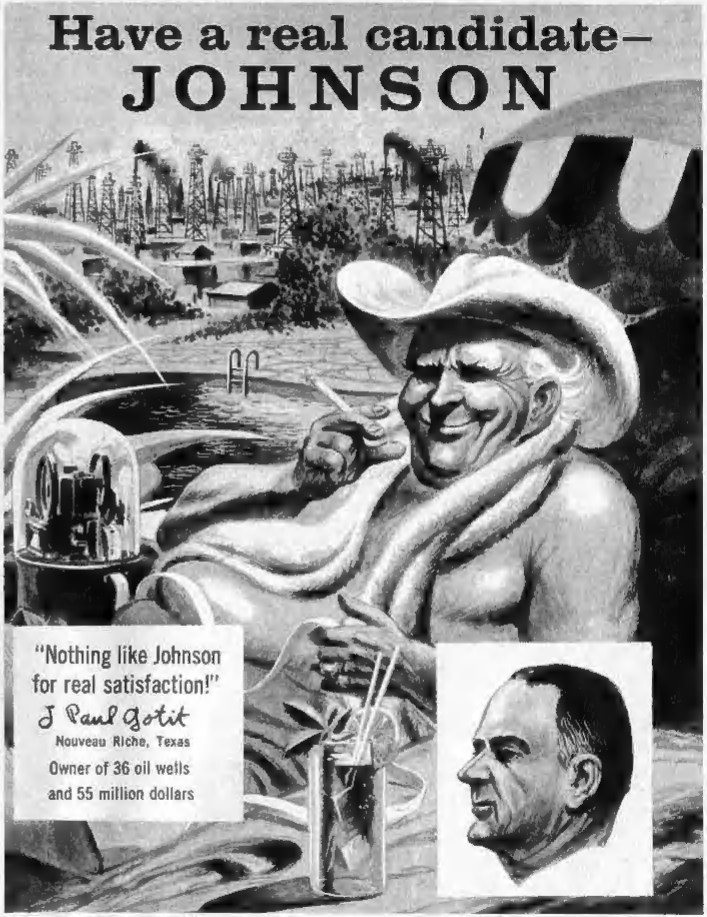
That's why campaign managers everywhere wish that this man were their candidate. They know his young, clean-cut, boyish-looking hair will win him votes wherever he goes. They know folks love the way he looks—courageous, liberal. And best of all they know folks aren't paying any attention to those ugly rumors being circulated by the opposition about his hair. So vote for Jack Kennedy. It takes only minutes!

JACK KENNEDY DEMOCRATIC CANDIDATE MORE WOMEN LOVE JACK KENNEDY THAN ALL OTHER CANDIDATES COMBINED

*1960 DEMOCRATIC NOMINEE FROM BOSTON, MASS. NOT AVAILABLE IN CANADA

IF JOHNSON IS THE DEMOCRATIC CANDIDATE, WE'LL SEE

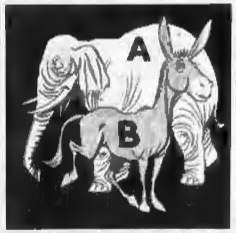
Voting more now... but enjoying it less?



The best Texan makes the best President
(and Johnson is kind to your oil zone)

IF NIXON RUNS AGAINST HUMPHREYS, WE'LL SEE ADS LIKE

Republicans give inflation-relief
without upset budget!



1 **Democrats can upset!** Both parties: Republicans A.) and Democrats B.) vote for appropriations. But Democrats have one drawback: their candidate, Hubert "Spender" Humphreys. He can increase appropriations, and he can upset the budget!

2 **Republicans protect.** Only Republicans offer **Dick Nixon***, a man with anti-inflationary attitudes that protect against **budget irritation.** And we have none of those **give-away Congressmen,** mainly because we have very few Congressmen.

3 **Republicans act twice** as fast as Democrats to guard against inflation. That's because we get to the budget in committee, where you must go to cut spending. To avoid painful give-aways, excessive spending, and insane appropriations, vote Nixon.

*THE REPUBLICAN PARTY'S REGISTERED TRADE MARK FOR RICHARD MILHOUS NIXON.

ANOTHER FINE CANDIDATE OF THE REPUBLICAN PARTY.

IF SYMINGTON RUNS AGAINST NIXON, WE'LL SEE ADS LIKE

Vote and Prepare...Vote and Beware?

When you enter the voting booth on Election Day, look for the "Symington" label. It's your guarantee that there will be no shrinkage in Defense Spending. It can happen, you know, if you're foolish enough to choose another name-candidate (mainly the one the Republicans are running). Beware of Defense Spending shrinkage! Prepare with Stu Symington as President.

• SYMINGTON •

EVEN THE SOCIALIST CANDIDATE WILL [redacted] SOLD VIA ADS LIKE

THE SOCIALISTS prefer Normi

They vote the modern way and they support the modern candidate: Norman Thomas. He nationalizes without killing! Vote for Normi anywhere—in N. Y., California, or at your favorite polling place wherever it is.

Be Socialist

Vote for Normi

Nationalize without killing

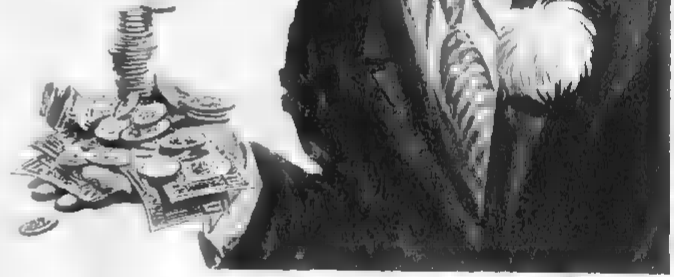
AND ON THE LOCAL POLITICAL SCENE, WE'LL [redacted] ADS LIKE

"I never take more than $50 in graft

SAYS:

JOHN J. STICKYFINGERS

Candidate for reelection to "The City Council"



"We all know that every politician in this town takes graft. The question is: How much? I never take more than $50.00 in graft (at one time)! And I certainly never take it in checks! Only cash! That way, the dough can not be traced! So, know exactly what degree crook you are voting for in this election!"

RE-ELECT

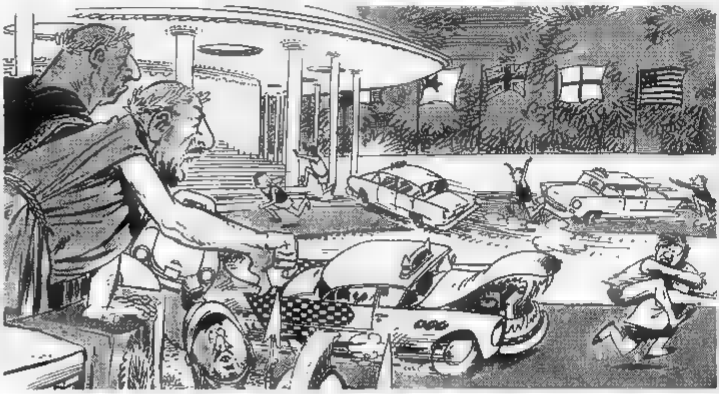
JOHN J. STICKYFINGERS

as City Councilman

FIVE-RING CIRCUS DEPT.

In a world generally prone to discard the outmoded, we can't figure out how the Olympic Games have survived virtually unchanged since ancient times. After all, how much of a demand is there for discus hurlers, shot putters, and javelin throwers these days? Why not modernize the Olympic events so that

MAD'S MODERN

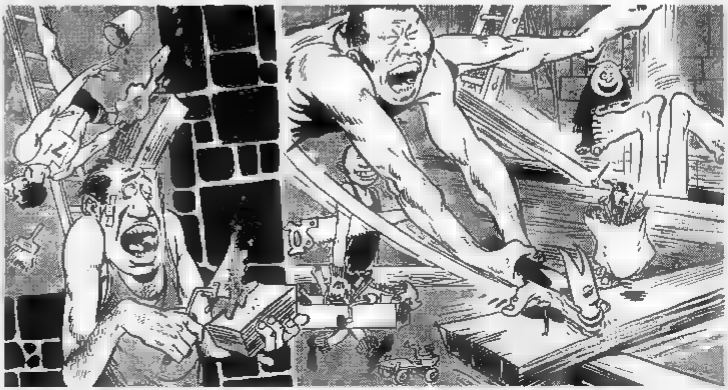


1500 METER TAXI CAB DASH

An event restricted to city dwellers of all competing nations only, as it can be dangerous for the untrained. Contestants dash 1500 meters while being chased by entire fleet of Yellow Cabs. Any entry who's killed is immediately disqualified.

8:14 COMMUTER HOP, STEP AND JUMP

Open to amateur commuters of the world. Contestants arrive at suburban station at 8:14. Object is to catch commuter train which left at 8:13. 2 points for catching train, and 1 point for getting close enough to throw briefcase aboard.



DO-IT-YOURSELF DECATHALON

Amateur Handymen throughout the world compete in ten different "do-it-yourself" projects. Object is to hold down medical payments for injuries to not more than five times the cost of having same ten projects done by competent professionals.

the long hours of training won't be wasted in later life? For greater excitement, plus practicality, here is a run-down of events we propose for . . .

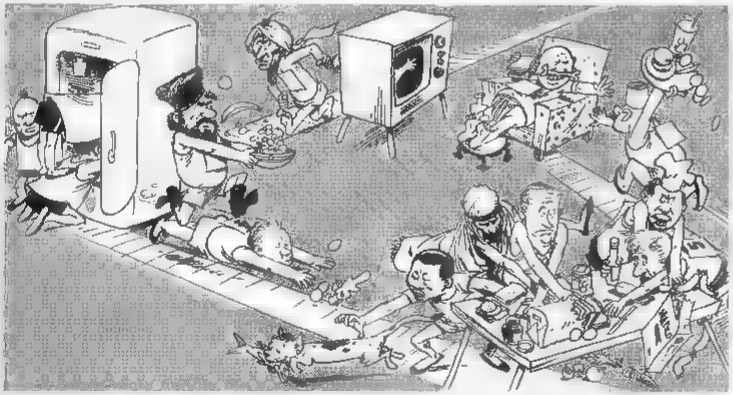
ARTIST: MORT DRUCKER
WRITER: TOM KOCH

"Calcutta? How long you think they'll keep us in this hole?"

OLYMPIC GAMES

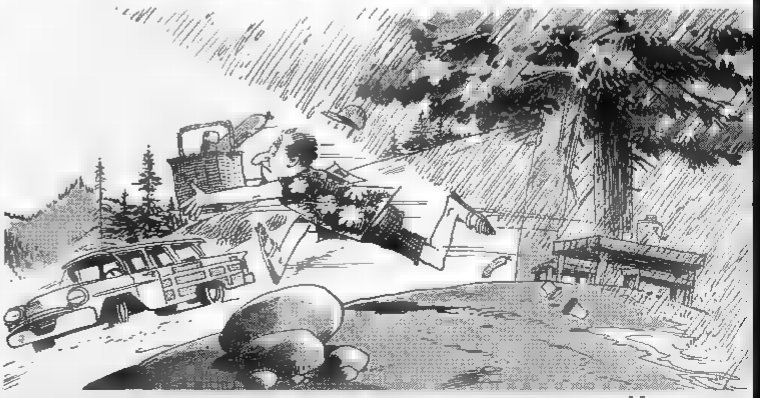
NEWSPAPER HURLING

Open to paper boys of all nations. Each contestant hurls ten papers at a porch from a distance of 20 yards. Winner is decided on basis of 2 points for landing paper in puddle, 1 point for sailing it in shrubbery, minus-1 for hitting porch.



TV SANDWICH MARATHON

Open to qualified television viewers of all nations. Competitors vie in race to see which one can make most complicated sandwich, dashing from living room TV set to kitchen and back to living room, all in space of a one-minute commercial.



100 METER PICNIC LUNCH DASH

Object is to prevent picnic lunch from being ruined when cloudburst begins. All contestants must run 100 meters to car, carrying baskets, only to discover keys are locked inside. The winner is chosen for both ingenuity and colorful language.

"Long John Silver, I presume . . ."

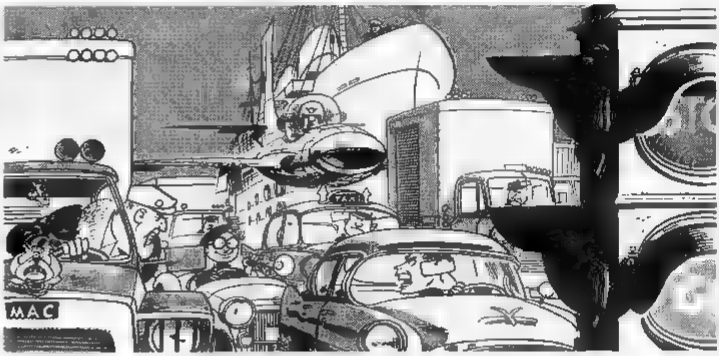
OX

DEPOSIT BOTTLE MARATHON

Open to husbands of all nations who live at least 3 blocks from a grocery store. Object is to carry as many empty bottles as possible without breaking any. Those contestants who abandon them in an alley, pretending that they aren't theirs, lose.

HORN HONKING

Competitors vie to see who is quickest to blow horn at car ahead once stoplight turns green. World record (.003 sec) set by late Waldo Furd of U.S.A. Mr. Furd succumbed to head blows administered by cab driver shortly after setting record.

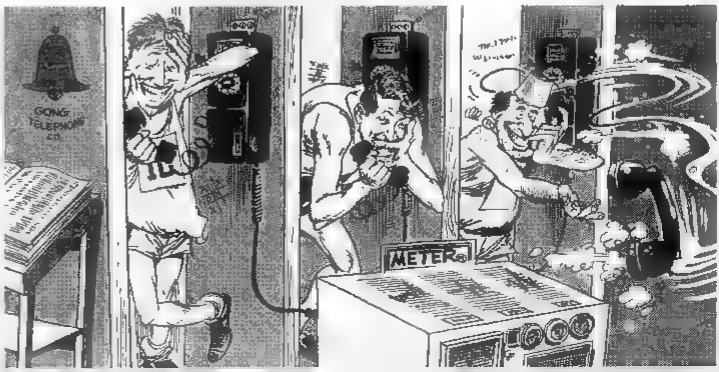


BUFFERIN ASSIMILATING

Open to athletes of all countries with perfected stomach trap doors (amateurs only). Object is to assimilate Bufferin into bloodstream faster than Aspirin or Anacin. Contest void if anybody loses a headache and develops an upset stomach.

WRONG NUMBER DIALING

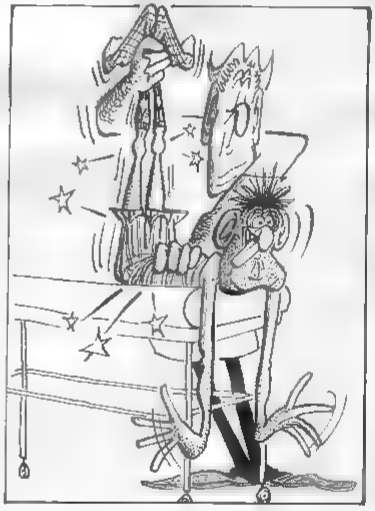
Open to phoners to see who can dial most wrong numbers. Event run off at 4 A.M. 3 points awarded for reaching home with colicky baby, 2 for reaching home with dog who barks at ringing phones, and 1 for awakening doctor who just got to bed.



DON MARTIN DEPT. PART I

Don Martin starts off his festivities this issue by telling us about the time he pulled a big boner . . . mainly the time he visited

THE CHIROPRACTOR



CHEW'S WHO DEPT.

With so many industries and professions bemoaning the fact that new, young replacements are not coming along fast enough, MAD wonders why them trading cards, collected by kids, continue to glamorize Big League Baseball, Motion Pictures, and similar industries that are already overcrowded. And so, to get the kids interested in more profitable and productive occupations early in life, here are some samplings of our new line of...

BIG LEAGUE ACCOUNTING STARS No. 26

Big League Accounting Star #26

Ewald "Red Ink" Wierhoffer

Adds left handed. Subtracts right handed. Born: Teaneck, N. J., 1921. Broke into Organized Accounting in 1946 with Price Waterhouse. Traded to the Bureau of Internal Revenue, 1948. Obtained on waivers by Dow-Jones, 1954. Current salary: $12,000, plus all the petty cash he can manage to steal.

A MAD Bubble Gum Card
SAVE THE CARD—CHEW THE GUM

BIG LEAGUE ACCOUNTING STARS No. 38

FAMOUS PHYSICIANS No. 18

Famous Physician #18

Dr. Boris "All Thumbs" Acid

Signed up by Angel of Mercy Hospital, Knoxville, Montana, 1947. Performed first $400 appendectomy, 1949. Tried out as Brain Surgeon, 1950, and failed. Beat five malpractice suits in one season, 1954. Currently first-string Gall Bladder man at Cedars of Beverly Hills Hospital, Lebanon, Va.

A MAD Bubble Gum Card
SAVE THE GUM—THROW AWAY THE CARD

"Ugh! How come Big Strong have like you just to carry his bagpipes?"

XOX

FAMOUS PHYSICIANS No. 51

MAD BUBBLE GUM CARDS

"Sam, here, has been going to Vic Tanny's!" X XO

ARTIST: JOE ORLANDO WRITER: TOM KOCH

Big League Accounting Star #38

Clyde "Unbalanced" Reeber

Set all-time record in 1955, juggling five sets of books for Potrzebie Trucking Company, which was a front for a Hot Car Ring, which was a front for a Syndicate of Hired Killers, which was a front for a Neighborhood Mah Jongg Club. Signed for 20 seasons at Sing Sing. Elected to "Crooked Accounting Hall of Fame," 1958.

A MAD Bubble Gum Card
CHEW THE CARD—SAVE THE GUM

WORLD'S GREAT TEACHERS No. 22

World's Great Teacher #22

Rosemary "Battleaxe" Winecoop

Now in her 52nd year as fourth grade teacher at P. S. 86, Indianapolis, Mo. Holds lifetime record for teaching young clods to sing "America the Beautiful": 3,127. Boasts .317 lifetime average for bringing cry of pain by swatting knuckles with rulers. Voted "Most Sullen Playground Monitor", in 1928, 1929, 1933, 1937, 1952 and '53.

A MAD Bubble Gum Card
SAVE THE CARD—THROW AWAY THE GUM

Famous Physician #51

Dr. Herman Witheringpuss

First doctor in medical history to specialize in TV Commercials. Hit big time by becoming one of five leading New York doctors [redacted] recommend Carter's Little Liver Pills, 1951. Acquainted public with discovery of little trap door in stomach, 1955. Pointed out how concentrated stomach acid can burn a hole in a napkin to 32,000,000 viewers, 1959. Now playing with Congressional Committee Investigating Fraudulent Television Advertising.

A MAD Bubble Gum Card
SAVE GUM AND CARD—THROW AWAY WRAPPER

WORLD'S GREAT TEACHERS No. 35

World's Great Teacher #35

Walter "Botchy" Smitner

Elected as "Most Popular Teacher" by students of North Fork, Iowa, High School, 1955, after chemistry experiment he was performing blew up North Fork, Iowa, High School. Also well-loved by pupils for neglecting to take attendance 126 consecutive days, and forgetting to give final exams for 14 consecutive semesters.

A MAD Bubble Gum Card
SAVE WRAPPER—THROW AWAY GUM AND CARD

OUTSTANDING TREE SURGEONS No. 7

Outstanding Tree Surgeon #7

Carlyle F. Burnlash

First Tree Surgeon to discover that Pepsi-Cola, injected into roots of young saplings, would prevent Chestnut Blight and produce young, fair and debonair bark. Believed to be the only Tree Surgeon in U. S. who refuses to make house calls. Author of standard reference work, "What To Do Until The Tent Caterpillars Come".

A MAD Bubble Gum Card
CHEW WRAPPER—SAVE CARD—THROW AWAY GUM

OUTSTANDING TREE SURGEONS No. 19

GLAMOROUS STOCKBROKERS No. 6

Glamorous Stockbroker #6

Merrill Lynch Piercefenner

With his wife as dummy Board Member, set up fraudulent Brokerage Firm of Merrill Lynch Piercefenner and Gladys, 1950. Sold 500,000 shares of Pierce-Arrow Auto stock, 1951, after spreading rumor that company had merely shut down for re-tooling in 1935. Went bankrupt in 1957, purchasing 450,000 shares of Pierce-Arrow Auto stock, after forgetting who started the rumor.

A MAD Bubble Gum Card
CHEW WHOLE MESS—THROW UP EVERYTHING

"Any identifying marks or scars?"

GLAMOROUS STOCKBROKERS No. 29

FANTASTIC SCIENTISTS No. 4

Fantastic Scientist #4

Dr. Neville Sternbrush

Won fame for being the world's first scientist to apply discoveries in Advanced Physics to problems in everyday life. Disintegrated his landlord, 1948. Put his wife into orbit, 1951. Planted his mother-in-law on dark side of moon, 1955. Dr. Sternbrush disappeared completely in 1957.

A MAD Bubble Gum Card
SAVE JUNK—EARN MONEY TO BUY EATS

FANTASTIC SCIENTISTS No. 37

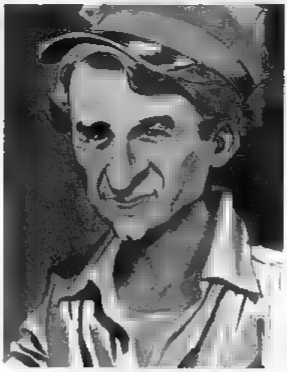
Outstanding Tree Surgeon #19

Enoch Saltzpritcher

Only Tree Surgeon east of the Mississippi ■ be charged with Malpractice. Set up notorious Saltzspritcher Clinic, in 1947, claiming to cure Dutch Elm disease with electric box emitting thought waves. Conducted experiments aimed at curing depression among Weeping Willows through psychoanalysis, 1952. Deported to Black Forest, in Germany, season of 1952.

A MAD Bubble Gum Card
CHEW WRAPPER—SAVE GUM—THROW AWAY CARD

NOTORIOUS AUTO MECHANICS No. 33



Notorious Auto Mechanic #33

Rudy "The Padder" Gougewell

Often called the "Noah Webster" of the Auto Repair industry for inventing technical terms that put all repair discussions beyond the grasp of laymen. Became first mechanic to bill a customer for Resetting Gummage, 1946. Popularized 1,000-mile Ampere Check-Up and Replacement, 1949. Advocated Annual Rotation of Drive Shaft Nilds, 1954. Retired as millionaire, 1957

A MAD Bubble Gum Card
SAVE NOTHING—THROW AWAY WHOLE MESS

Glamorous Stockbroker #29

Getyer "Cotten Picken' " Hanzoff

Made $3,000,000 ■ 1949 by cornering Cotton Market. Lost $3,000,000 in 1950 after worst boll weevil epidemic in ■ years. Recouped fortune in 1951 by discovering how to make Automobile Tires out of boll weevils. Lost fortune in 1952, after specializing in manufacturing tires for expected Pierce-Arrow Autos.

A MAD Bubble Gum Card
SAVE STOMACH—DON'T EAT THIS JUNK

NOTORIOUS AUTO MECHANICS No. 41

Notorious Auto Mechanic #41

Omar "Sparky" Wintermutt

First Auto Mechanic in history to invent method for tuning an engine so badly that the damage could only be undone by a $400 Complete Overhaul. Invented Indelible Grease for wiping on steering wheels, 1951. Developed foolproof method for replacing spark plugs with very same spark plugs, 1952. Elected to "Disreputable Auto Mechanics Hall of Fame", 1953.

A MAD Bubble Gum Card
SAVE MONEY—DON'T BUY THIS JUNK

Fantastic Scientist #37

Seymour "Microfilm" Verblanger

Became the nation's first millionaire scientist by stealing American Atomic Secrets and selling them to Russia, and while doing so, stealing Russian Atomic Secrets and selling them to the Americans. Now playing in Latin America, selling Nicaraguan Atomic Secrets to Costa Rica and Guatemalan Atomic Secrets to El Salvador, which is a pretty neat trick, since Nicaragua and Guatemala don't have any Atomic Secrets to begin with.

A MAD Bubble Gum Card
WE'VE RUN OUT OF VARIATIONS ON THIS GAG

HOT SHOT POLITICIANS No. 79

Hotshot Politician #79

John Ward Heeler, Jr.

Became first politician in 100 years to take novel approach to campaigning, by coming out: against Motherhood, in 1929; against Home and Family, 1933; against The Flag, 1938; against Our Boys in Uniform, 1942; against Lower Taxes, 1950. Also became first politician of modern times to complete entire career without ever being nominated for anything.

A MAD Bubble Gum Card
AND THE LAST ONE—THANK GOODNESS!

DON MARTIN DEPT. PART II

Don Martin recalls the time he belonged to a savage tribe under the influence of

THE GOOD WOMAN IN AFRICA

One hundred years ago, there was no such thing as a Publicity Man. Today, however, nobody who is *anybody* can afford to be without one. That goes for stars of stage, screen and television — and especially Presidential candidates in this election year. It's the Publicity Man's job to get his client's name before the public as much as he possibly can. Here, then, is an article which clearly shows you . . .

HOW PUBLICITY WORKS

"We're from Siam, and we've got a great Sister Act!"

One night, Sen. Ardsley T. Stonehenge turns over fitfully in his sleep . . .

Unfortunately, Sen. Stonehenge turns over too far and falls out of bed . . .

And the Presidential candidate lands on the floor, sustaining a hangnail!

IF THE PUBLICITY MAN IS ANY GOOD, HE'LL GET THE FOLLOWING STORY INTO THE NEWSPAPERS . . .

SENATOR INJURED IN FALL FROM BED

Presidential Candidate Stonehenge Sustains Hangnail of Right Thumb

By Jacob Franks

Special to The New York Times

WASHINGTON, June 4 — Senator Ardsley T. Stonehenge sustained a hangnail of his right thumb last night after falling out of bed in his sleep. Stonehenge, an avowed Presidential candidate, said today that he put out his hand to break his fall which resulted in the hangnail.

The injury was treated early this morning by Stonehenge's physician. The Senator revealed that he has suffered from hangnail conditions for more than 20 years. According to a medical report issued by the Senator's office, his latest hangnail will be bandaged for at least two weeks.

Sen. Stonehenge after fall.

BUT A PUBLICITY MAN WHO IS *REALLY* GOOD WON'T STOP HERE

ARTIST: BOB CLARKE WRITER: FRANK JACOBS

A REALLY GOOD PUBLICITY MAN CAN

THE CARPET WORKERS GAZETTE

Senator Owes Life To Carpet Workers

"I owe my life to the skilled workers who made my bedroom carpet!" Presidential candidate Ardsley T. Stonehenge stated immediately after his accident early this month. The Senator, who sustained a hangnail of his right thumb when he fell out of bed, landed on his Mohack Wall-to-Wall, Sink-In, Multi-Lint Bedroom Carpet. "I'm sure that the resiliency of this finely-made carpet minimized my injuries," he added.

An ardent champion of carpeting, Stonehenge recently had his entire house recovered. Every carpet is colored red, white and blue, and features a replica of the U. S. Presidential Seal woven into the center.

GOLF LIFE

STONEHENGE MISHAP IMPROVES HIS GAME

The recent hangnail condition sustained by Presidential candidate Ardsley T. Stonehenge in his recent accident has actually improved his golf game.

"Since the injury", states Senator Stonehenge, "I've developed a new grip which has cut half a dozen strokes off my game."

The Senator has been playing golf ever since he announced his decision to run for the Presidency. He now shoots in the low 80's (on the front nine).

MODERN MEDICINE

THE JOURNAL OF DIAGNOSIS AND TREATMENT

Keeping Up The Practice

News Notes from the Medical World

STONEHENGE BACKS HANGNAIL RESEARCH

Presidential candidate Ardsley T. Stonehenge, a recent hangnail victim, has called for more research into the dreaded disease.

"I intend," stated Senator Stonehenge, "to do all I can to encourage every American to see his doctor and get an annual cuticle check up! Doctors must be aided in their fight against this crippler!"

Senator Ardsley Stonehenge

The Senator asserted that it is only a matter of time before hangnail joins the defeated ranks of polio, tuberculosis, halitosis, heartburn, and other formerly incurable ailments.

"And we'll do it the American way," he added. "Without Socialized Medicine!"

o o o o o

SUCCESSFUL FARMING

SEN. STONEHENGE A "FARMER AT HEART"

Presidential Candidate Ardsley T. Stonehenge revealed that he fell out of bed last month at 4 A.M., which happens to be his normal waking hour.

"I believe in a man getting up early so that he can put in a full day's work," the Senator said. "The American Farmer gets up at about this time, and if it's good enough for him, it's good enough for me. I guess I'm really a farmer at heart."

The Senator added that he always keeps a copy of the Farmers Almanac beneath his pillow.

SENATOR STONEHENGE

SCIENTIFIC AMERICAN

XXxxXvXX o

"The following three men have been dropped from the Basketball Team . . ."

STONEHENGE EXPRESSES INTEREST IN SCIENCE

When Presidential candidate Ardsley T. Stonehenge fell out of bed last month, he calculated that it took him .091 seconds to hit the floor.

"I arrived at this figure," said the Senator, "by using the Law of Falling Bodies, which states that a body falls 16.08 feet, or 192.96 inches, during the first second of fall. I found that my bed measures 21 inches from the floor. So I divided 21 into 192.96, and computed that it took exactly .0918857142 seconds for my body to fall to the floor.

"I've always had a flair for science," he added; "and I believe that U. S. scientists should be honored for the valuable contributions they are making to American Industry, National Defense, and the never-ending battle against Perspiration!"

MILK A STORY FOR ALL IT'S WORTH!

BASEBALL BASEBALL
The Sporting News
THE BASE BALL PAPER OF THE WORLD

Stonehenge Revealed As "Switch-Hurler"

Presidential candidate Ardsley T. Stonehenge's recent injury to his right hand will not prevent him from throwing out the first ball of the Baseball Season, should he be nominated and elected, it was disclosed today.

Senator Stonehenge is ambidextrous, and would be the first switch-hurler ever to occupy the White House.

According to reports, the Senator was a top-flight athlete in Junior High School, starring on several teams including the Chess Team, the Debating Team and the Girl's Field Hockey Team.

Senator Ardsley T. Stonehenge

ELECTRICAL WORKERS WORLD

SEN. STONEHENGE SALUTES ELECTRICAL WORKERS

The rank and file of the Electrical Products Industry were saluted by Presidential candidate Ardsley T. Stonehenge recently. The Senator revealed that his electric blanket continued to operate after he fell out of bed earlier this month.

"The blanket plug stayed right in its socket," he stated, "even though I gave it quite a tug when I took my tumble. America should be proud of the skill and devotion of its Electrical Workers who turn out products we can depend on!"

Senator Stonehenge further disclosed that his home is fully electrified, including such appliances as a radio, a lamp, a toaster, another lamp, and a set of door chimes which play "Hail To The Chief"!

Sen. Stonehenge

THE INSURANCE SALESMEN'S MONTHLY

"They've got me covered!" Quips Senator

The Insurance Salesmen of America received a well-deserved pat on the back this month from Presidential candidate Ardsley T. Stonehenge after he fell out of bed and injured his right thumbnail.

"I was pleased to learn that I was fully covered by my policy," stated Senator Stonehenge. "I owe a debt of gratitude to America's Insurance Salesmen, who are always in there pitching for the benefit of their clients."

Senator Stonehenge, whose right hand is vital to his upcoming possible Presidential campaign tour (since it means shaking hands with thousands of people), is covered for burns, sprains, fractures, concussions and seven-year itch, as well as for hangnail injuries to this vital and important appendage.

Sen. Stonehenge shows extent of his coverage.

FILMS RADIO VIDEO MUSIC STAGE
VARIETY

HOBBIES

Stonehenge Hangnail Awarded to Collector

The hangnail of Presidential candidate Ardsley T. Stonehenge has been acquired by America's leading collector.

Mrs. Gracie Beauregard Fink, of Weevil Bowl, Alabama, was given the now-famous hangnail by the Senator, who has always been an advocate of hobbyists and collectors.

"Hobbies such as collecting hangnails build strength of character", stated Senator Stonehenge, "and it's characters like Mrs. Fink who make our country strong!"

"The Stonehenge hangnail", announced Mrs. Fink, "will be mounted, framed, and displayed alongside of my most prized hangnail, that of the great film star Vera Hruba Ralston, whoever she is!"

Hip Sen Nixes Hangnail Spec

Presidential hopeful Ardsley T. Stonehenge has nixed plans for an upcoming TV spectacular based on his now-famous hangnail opus.

"Much as I'm like a firm supporter of stage, screen, radio and television, I feel that it would be most improper for a Presidential candidate to permit these plans to materialize," stated the Senator. "Such a show could well be construed as a publicity gimmick, and the American people know how I feel about publicity gimmicks. Like they're a drag, Man!"

LITTER-LY SPEAKING DEPT.

Anyone who has ever tried riding the subway during the rush hour, or standing in line at the Unemployment Insurance Office knows that the country's population is increasing. In fact, all over the world, people are being born who've never been born before! This rapid expansion of the world's inhabitants is known as

THE POPULATION EXPLOSION

and it's causing scientists plenty of worries, too! The big problem, the way *they* see it, is: How are we gonna feed and house all these new people? Well, it *is* ■ problem! But the way *we* see it, that's not the *important* problem! The whole thing is ■ lot more serious than where to *put* everybody! The way we see it, the problem isn't the population explosion, but where it will *lead,* mainly

WRITER: SY REIT

THE GARBAGE EXPLOSION

ARTIST: BOB CLARKE

"Income tax? Who pays income tax?"

OXXXXXXXXXXXX

THESE CRITICAL NEW TRASH AREAS

USED RAZOR BLADES

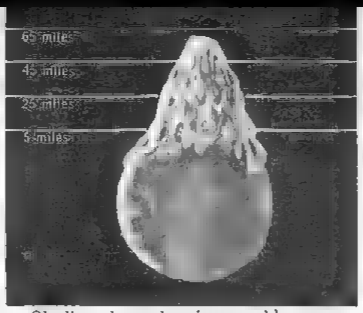
Today, almost every home in America suffers from dreaded affliction known as "razor blade" glut. According to the experts, this problem will continue to grow in years to come as millions of teenage boys reach shaving age, and will reach horrifying proportions everywhere but in Cuba.

CHRISTMAS WRAPPINGS

Modern social customs, plus clever advertising appealing to guilt and insecurity complexes, has caused fantastic increase in volume of Christmas wrappings. Average gift today contains 18 pounds of wrapping paper, scotch tape, tinsel, ribbon, bows, "from-tags", "to-tags", and tag-tags.

MAD FIRMLY BELIEVES THAT ALL EFFORTS TO BURN, BURY OR DUMP THE FUTURE WORLD'S GARBAGE OUTPUT ARE DOOMED TO MISERABLE FAILURE!

Symbolic chart showing total world output of trash during year 1930.



Similar chart showing world output of trash for the present year 1960.

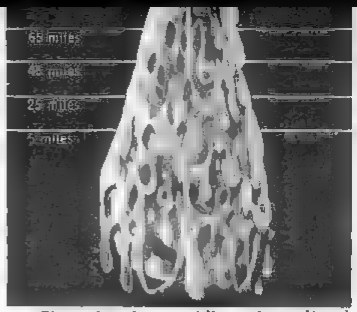
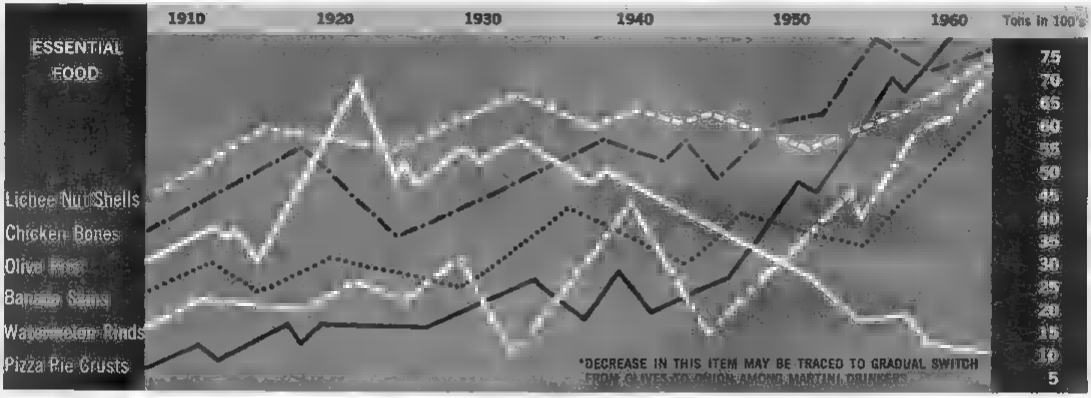


Chart showing world's trash predicted for 1990 at the present R R R*

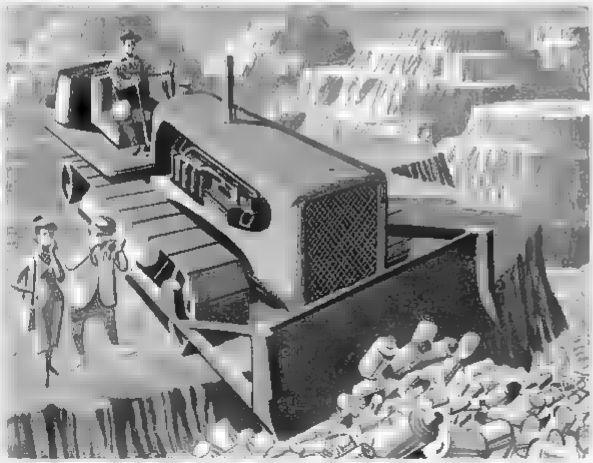
*Rate of Rubbish Rise

Scientists agree that food waste and kitchen by-products are a major source of today's garbage production. Graph, below, shows trash tonnage disposed of during past fifty years in six of the world's essential food categories . . .



PRESENT PROBLEMS FOR THE FUTURE

EMPTY PRESSURE CANS



Success of TV commercials has led to increase in use of pressure can products, resulting in sudden rise in number of empty pressure cans. Emergency plan calls for use of Grand Canyon as dumping ground. However, at present rate of national squirting, Canyon will be filled (up) by 1975.

SURPLUS WIRE HANGERS

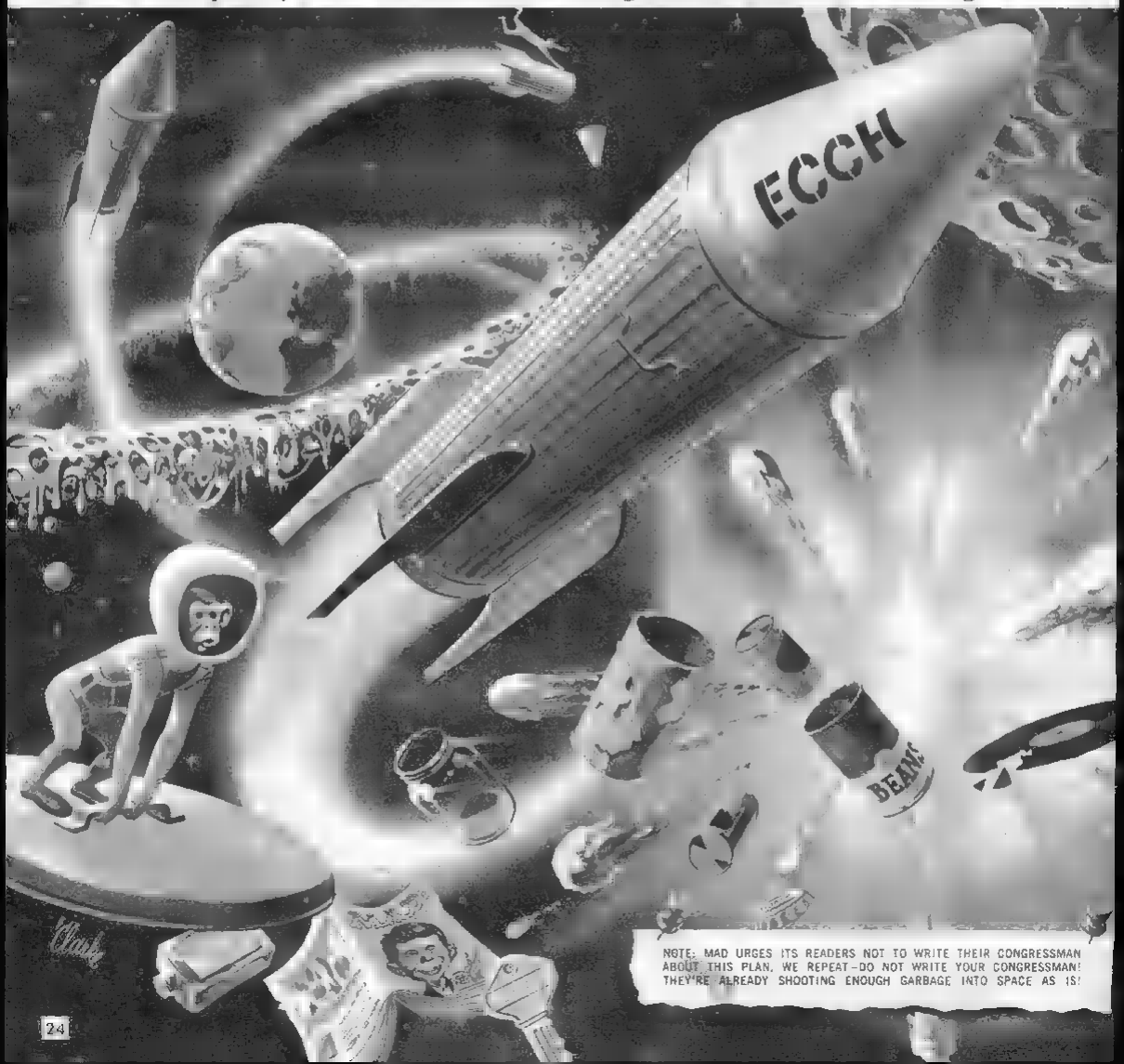
Excessive supply of wire hangers brought in with the dry cleaning presents most serious problem of all because of difficulty in getting rid of them. As closets gradually fill, hangers will overflow into living space, then into streets, causing traffic jams, work stoppages, and famine.

THERE IS ONLY ONE LOGICAL SOLUTION TO THE PROBLEM. HERE, THEN, IS MAD'S OWN COURAGEOUS PLAN TO HANDLE "THE GARBAGE EXPLOSION":

"Yes, this is a Slendorella Salon! May I help you?"

SHOOT GARBAGE INTO OUTER SPACE

With only slight changes in design, our present ICBM missiles can be converted, renamed ECCH missiles, and used to put Earth's future trash into outer space, the one place left where there's enough dumping room. In time, Earth will take on appearance of Saturn, with gigantic ring of garbage in orbit around it. However, speed in adopting the plan is most essential. Experts report that, within ten years, world's garbage dumps will completely overrun areas now being used as missile-launching sites.



NOTE: MAD URGES ITS READERS NOT TO WRITE THEIR CONGRESSMAN ABOUT THIS PLAN. WE REPEAT—DO NOT WRITE YOUR CONGRESSMAN! THEY'RE ALREADY SHOOTING ENOUGH GARBAGE INTO SPACE AS IS!

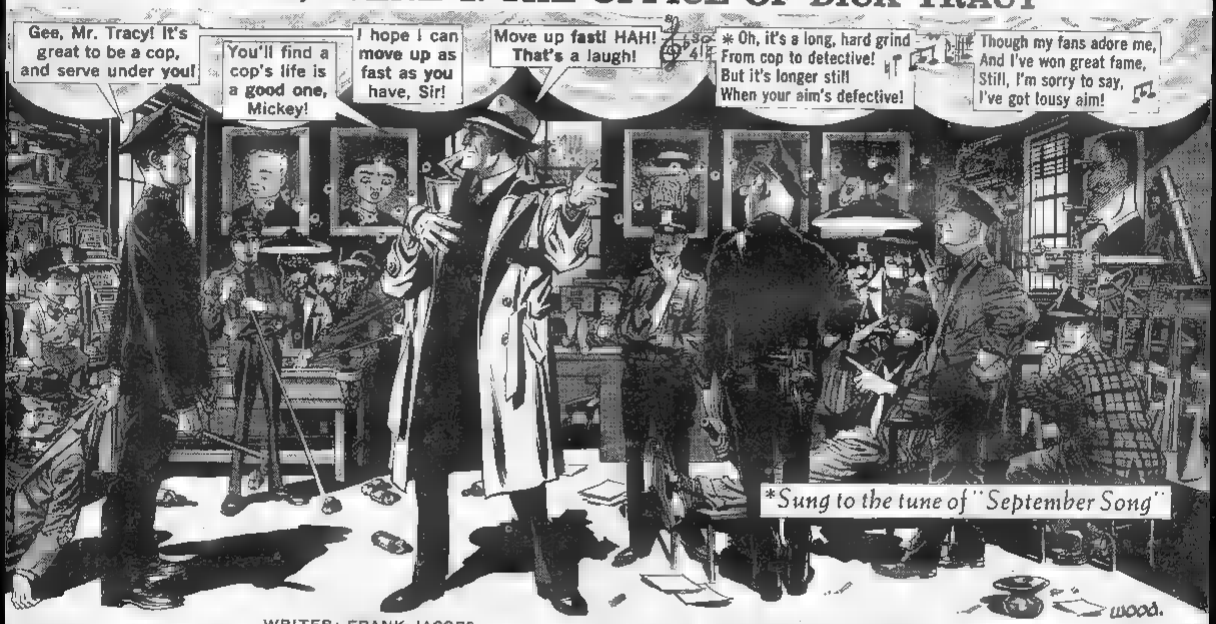
SONG OF INDIA INK DEPT.

Recently, some smart producer got the bright idea to make a musical out of "Li'l Abner!", and it turned out to be a resounding success both on Broadway, and as a Hollywood movie. The way we look at it, this will probably start a whole rash of musicals based on comic strips, like "Kerry Get Your Gun", "Call Me Sluggo" and "The Little King and I". So, to nip this nauseating trend in the bud, here is our version of a comic strip musical to end all comic strip musicals . . . mainly . . .

The Mad "Comic" Opera

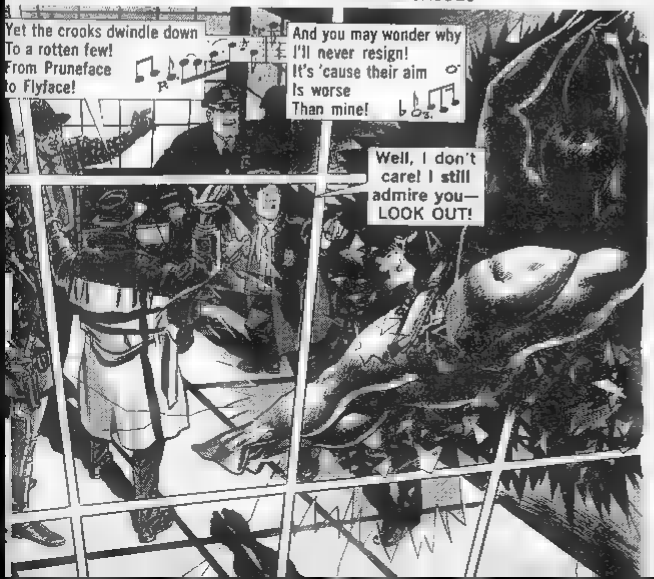
"I can't understand it, folks! My 'sawing-a-woman-in-half' trick always worked before!"

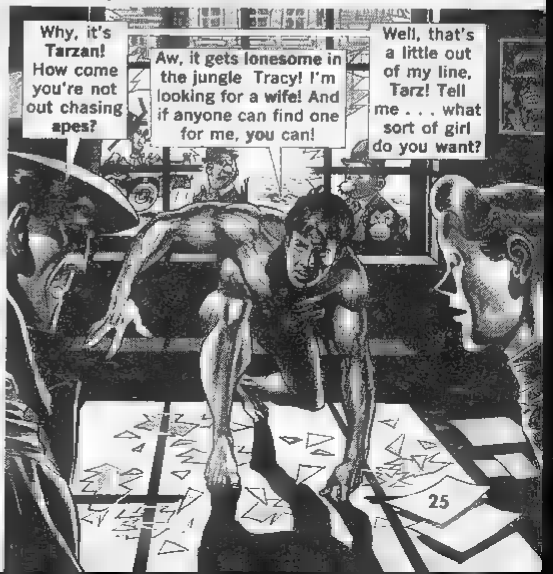
ACT 1, SCENE 1: THE OFFICE OF DICK TRACY



WRITER: FRANK JACOBS

ARTIST: WALLACE WOOD





I know exactly what I'm looking for . .

* The girl that I marry will have to be
As light on her feet as a chimpanzee!
The girl with whom I'll romp
Will swing through the jungle
And smell like a swamp!

A bone of white ivory will grace her nose!
She'll spring like a panther when I propose!
'Stead of sighin',
She'll be cryin'
With the roar of a half-crazy lion!
Athletic and hairy
The girl that I marry must be!

*Sung to the tune of "The Girl That I Marry"

But what ever happened to Jane?

She ran off with Mark Trail!

Oh, that's a shame! Well, don't worry! I'll help you find a wife!

Hey, Tracy! I was just in Dugan's Bar, and I saw your girl-friend Orphan Annie!

So what, Phil! She's probably just waiting for me!

But she was with a guy in a white coat!

White coat, you say! That could only be one man! That hideous arch-fiend, Rex Morgan, M.D.! C'mon, Tarzan! We've got to save her!

ACT 1, SCENE 2: DUGAN'S BAR

Leapin' lizards! I don't like the way you've been talking, Rex Morgan, M.D.! What do you want with me, anyhow?

It's your eyes, Annie! I've never seen anything like them before! I must have you (heh-heh) forever!

* I've got no doctor's degree!
I'm just a quack;
A diploma I lack!
But when I first saw you, I knew
That I'd like ■ practice on you!

I'm just a phony M.D.!
Your glassy eyes
Give me such a surprise
That I'm sure that their size can't be true!
So I'd like to practice ■ you!

I look at you every time that we
Are meeting here
For highballs!
How you can see makes ■ sense to me!
You've obviously got
No eyeballs!

Why not leave Tracy for me?
Let's make a date—
After I operate
You'll look great there
Preserved just like new!
Oh, I'd like to practice
On you!

Hold on, Rex Morgan, M.D. Your evil plans are doomed!

He's mad, Tracy! Stark raving mad!

*Sung to the tune of "I Get A Kick Out Of You"

Shoot me, Tracy, and you shoot your girlfriend!

If only I can aim straight!

Ha! Missed me, Tracy! Now, I'm getting out of here, and I'm taking Annie with me!

Sorry I nicked you, Dagwood! It's my lousy aim! I'd say you've got about five minutes left!

That's okay! My life's been nothing but misery, anyhow!

* Old Man Dithers;
That Old Man Dithers!
He pays me nuthin'
An' treats me rotten!
He just keeps screamin'!
He keeps [redacted] screamin'
All day!

I get no Blue Cross!
No paid-up pension!
A raise I'm needin',
But don't dare mention!
'Cause Old Man Dithers
He'd only lower
My pay!

Look at me!
It's just a crime!
No vacation
Or overtime!
Nine till five!
Like a slob!
Be a minute late
And I'd lose my job!

I feel I'm goin'!
It's gettin' hazy!
Goodbye to Blondie!
Goodbye to Daisy!
And Old Man Dithers
Can just keep screamin'
All day!

He's (sniff) dead, Tarzan!

*Sung to the tune of "Old Man River"

Why, Tracy! You're crying! Is it because you feel sorry for killing him by mistake?

No! But I'll tell you why!

* You ask me why I sob
Killing some poor slob!
I of course reply
When the bullets fly
Something makes me cry!

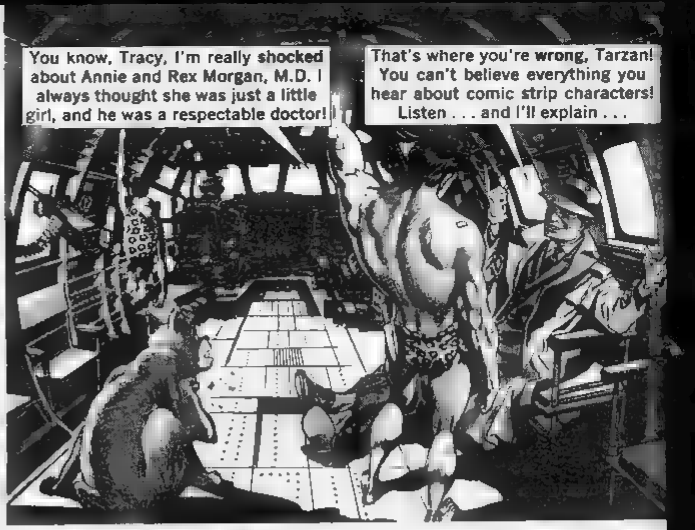
True, I am just a heel!
Sorrow I don't feel!
[redacted]ooting the wrong guy
Didn't make me cry!
Smoke got in my eye!

*Sung to the tune of "Smoke Gets In Your Eyes"

Arf!

Why, it's Sandy! He wants us to follow him! I bet he can lead us to Orphan Annie!

ACT 1, SCENE 3; IN A PLANE, 18,000 FEET UP



* It was just one of our wings! Just one of our airplane's wings! One of those breaks That bad weather brings! Just one of our wings!
It's been just one of those nights! Just one of those perilous flights! When you bail out, Count ten and pull strings! Just one of our wings!
If I'd thought a bit To the end of it, When I saw the plane was unsound! I'd have been aware Once we'd reach the air That we'd crash, smash to the ground!
So goodbye, have a nice trip! Here's hoping I've still got a strip! Now I must run, 'Cause we've got just one Of our wings!
He bailed out!
Guess we better do the same! I sure hope Sandy can count to ten . . .
Arf!
*Sung to the tune of "Just One Of Those Things"
ACT 2, SCENE 1: PENNY'S HOUSE, 18,000 FEET BELOW
I'm so glad that Penny invited you and Lowizee to dinner with us, Snuffy! Tell, me! Are you really beatniks?
Someone's at the door, Mom! I'll see who it is!
One side, Kid! The name's Morgan, M.D., and I need a hideout for Annie and me!
Run for your lives! He's mad!
Don't listen to her! She's mad herself! Just look at those staring eyes!
Pore chile's all tuckered out! Ye allin', honey?
I'm all right! It's just that I wish Dick Tracy were here! Gosh, I miss him!
* Tra-cy! How I miss ya! How I miss ya! My dear Dick Tracy! I'd give the world to say That you were here with A-N-N-I-Even know that San-dy's Workin' for ya, barkin' for ya! He'll find me, Tracy! A happy girl I never will be Till Tracy comes an' rescues me!
*Sung to the tune of "Swanee"
Don't worry, Annie! We're here! Sandy did lead us to you!
Tracy! At last!
And now for you, Rex Morgan, M.D. Take that! And that! And . . .
Darn it! I keep missing him!

I'll pick 'im off for yuh, Tracy!

My abdominal cavity has been laterally incised, and all them funny little things in there ain't workin no more!

He's dead! Will you marry me, Annie?

Leapin' lizards, yes!

I've searched everywhere for a girl like you, Penny! Come with me to the Congo!

Arf!

Sounds super to me, Tarzan!

Ain't it wunnerful, Paw? It's luv!

Everybuddy's doin' it, seems . . .

*Like frinstance, Abbie and Slats do it!
Donald Duck and his three brats do it!
Let's do it!
Let's fall in love!

We've heard that Gumps without chins do it!
Mickey, Phil, and all the Finns do it!
Let's do it!
Let's fall in love!

Some say the Three Little Pigs do it
When the Wolf's out of reach!
Maggie and Jiggs do it!
Not to mention Miss Peach!

We know that Blondie and Dag do it!
Frequently a Yokum and a Scragg do it!
Let's do
Let's fall in love!

*Sung to the tune of "Let's Do It".

We're told that both Hans and Fritz do it!
Snazzy dames like Fritzi Ritz do it!
Let's do it!
Let's fall in love!

Prize pups like Pluto and Scamp do it!
Alley Oop and Pete the Tramp do it!
Let's do it!
Let's fall in love!

It's true that Kayo and Moon do it!
Though well-mannered they ain't!
Linus will soon do it!
Not to mention The Saint!

They say that most folks on Earth do it!
Even certain friends of Mary Worth do it!
Let's do it!
Let's fall in love!

THE END

Scenes We'd Like to See

The Race Through The Jungle

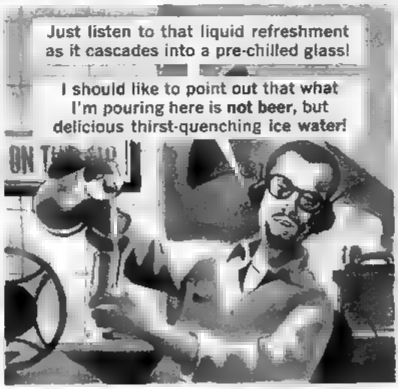
ARTIST: MORT DRUCKER

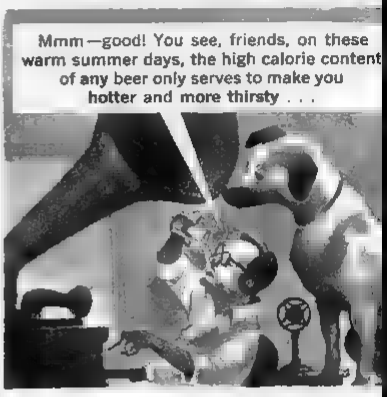
THE TRUTH BLURTS DEPT.

Pressured by recent Congressional Investigations into abuses in TV advertising, Madison Avenue has promised to clean house, and attempt to eliminate any duplicity and dishonesty in their commercial claims. Frankly, we think they'll fail miserably in this attempt, because the only way they could succeed would be to go all the way! And then we would all be seeing these sickening examples of

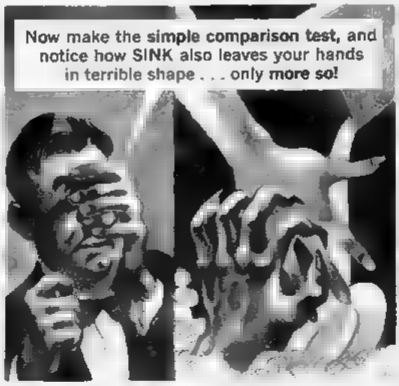
HONEST

Radio Commercials





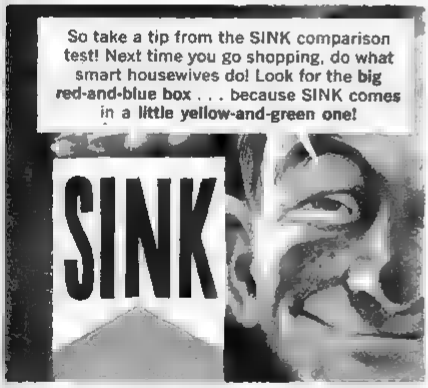
TV Commercials



Roadside Signs

Incidentally, you may want to introduce props into your "MAD Y'OX"... like the following . . . which employ a square . . .

ADS



Yellow Page Listings

673
TELEVISION REPAIR (CONT.)

NANCY & BILL'S FIX-IT HEAVEN
1325 N. Mz.....SNaver 7-0000

NOT QUITE A-1 TV REPAIR
*INADEQUATELY TRAINED TECHNICIANS
*NIGHT CALLS GENERALLY IGNORED
*INFERIOR PARTS USED EXCLUSIVELY
*RIDICULOUSLY PADDED PRICES
1566 E. Cwznfsk.....ODmont 8-5999
"We take your set, then we take you!"

NUFSKY'S TV & STALL SHOWER DOOR REPAIR
RFD 4, PO Bx 367.....YOkel O-ring 2

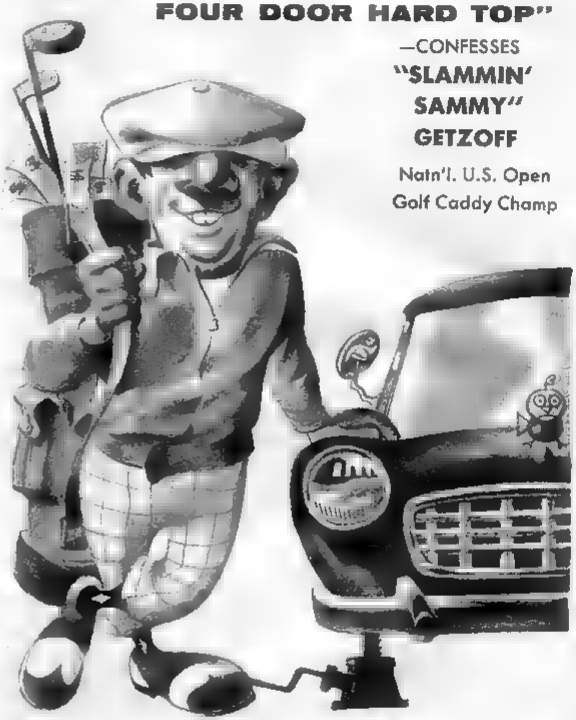
Magazine Ads

"I've been paid to say . . .

I Like the New 1960 FIREBIRD

FOUR DOOR HARD TOP"

—CONFESSES
"SLAMMIN' SAMMY" GETZOFF
Nat'l. U.S. Open Golf Caddy Champ



"IF YOU DRIVE A CAR AS HARD [redacted] I DO, HERE ARE SOME FACTS YOU SHOULD KNOW ABOUT THE NEW 1960 FIREBIRD:

1. The **FIREBIRD** makes no fantastic economy claims. 8 miles a gallon is all you'll get with this baby, even with a stiff tail wind. In fact, a **1960 FIREBIRD** finished dead last in the recent Mobilgas Economy Run, averaging a little better than 7.3 mpg, with cheating. 2. **FIREBIRD's** patented **finger-tip** steering, **float-o-matic** drive, and **feather-touch** brakes were all given their fancy copyright names by an ad man who has never even driven a **1960 FIREBIRD.** 3. You can own a **FIREBIRD** for as little as $395 down and $97 a month (for 36 months, after which all you will owe is the small sum of $4,978 in interest and net carrying charges). 4. Driving over 20,000 miles a year in all kinds of weather over all kinds of roads, my last five cars have all been **FIREBIRDS.** I'm trapped good, because no one but a **FIREBIRD** dealer will take my old car on a trade-in.

SO IF YOU WANT TO ENJOY ROOMINESS, LOW MAINTENANCE AND ECONOMY, GET A RAMBLER!"

The New 1960 FIREBIRD FOUR DOOR HARDTOP

PRICES START AT $3995

That is, the list price FOB Detroit. It doesn't include state and local taxes, freight charges (which are plenty) and normal cost-padding by unscrupulous dealers. It also doesn't include any optional equipment, without which, the car won't go. All told, the very cheapest stripped down model will run well over $5000 any way you look at it.

Newspaper Ads

STOREWIDE CLEARANCE SALE!

MINK-DYED

Simulated

MUSKRAT

FUR COATS

Actually Field Mouse with a bad dye job. Cheaper than Mink, but still more expensive than a lot better stuff available elsewhere. We originally planned on charging $179.95 for them. Now, because we're hoping to make an even more ridiculous profit, they're only

MA!

$239.95

Men's White Broadcloth Shirts

$4.95 EACH

At least the manufacturer told us they were broadcloth. However, he also told us they were Sanforized, and we know that's a lie, because they've shrunk since they came in. Our price is no bargain, either, unless you're a hard-to-fit midget!

UNIQUE BUY IN TOTS' SNOWSUITS

The unique part is that our buyer was the only one in town idiot enough to load up on these lemons!
*UN-REINFORCED KNEES AND ELBOWS
*ASSORTED DIRT-CATCHING COLORS
Buy several! One won't last even a lethargic through the winter!

$14.95

NEUMAN'S
DEPARTMENT STORE

NOTICE: We are not responsible if our underpaid clerks attempt to short-change customers.

OPEN AFTERNOONS FROM NOON — 3 PM FOR OUR OWN CONVENIENCE
UNCOMFORTABLY NOT AIR-CONDITIONED

Workers with pneumatic drills often have impaired hearing ... have shown that typists in noisy surroundings lose ... world to-day, it is small wonder that,

Outdoor Billboards

WHEN COLD WEATHER STRIKES...

Bet you won't get started with

FURDICO

LOW OCTANE SUPREME

"THE REGULAR GAS AT A PREMIUM PRICE"

Junk Mail

MUTUAL OF MUNCIE

"Serving the Nation Since Early 1959"

HOME OFFICE
Drawer "J"
General Delivery
Muncie, Indiana

TELEPHONE
Ace Cafe
QX-8-0099
Ask for Sam

Dear Friend:—
Congratulations on your recent decision not to return the prepaid post card we sent you some time back. This post card, as you may recall, ostensibly would have resulted in your receiving more information about our **Health & Accident Insurance** without cost or obligation to you.

As you apparently had the good sense to realize, returning that post card would have placed you under plenty obligation. In fact, rather than free information, we would have sent out a high-pressure salesman who would have informed you that signing that card was a legal commitment to buy a policy.

We feel that you exhibited excellent judgment and insight in neglecting to take any action on our offer. Frankly, ours is a pretty shaky firm with a long record of disreputable dealings.

Even at best, in these days of inflation, insurance is one of the worst investments you could make.

Sincerely,
Y. Otis Wuber
President

Monthly Newsletters

TELEPHONE TID-BITS

PUBLISHED MONTHLY
BY THE GREATER MUDVILLE TELEPHONE CO.

VOL. 4 APRIL-MAY-JUNE 1960 NO. 2

YOUR PHONE BILL STILL INCLUDES 10% FEDERAL TAX!

Yes, more than 14 years after the end of World War II, your phone bill remains your only utility expense on which you still pay a 10% "Wartime Emergency" tax.

Your telephone company, in defense of your interests, is spending a great deal of money working for repeal of this inequitable levy. You will note (by your bill) that we are attempting to recoup this ill-advised expense through an increased rate on your local calls beginning this month.

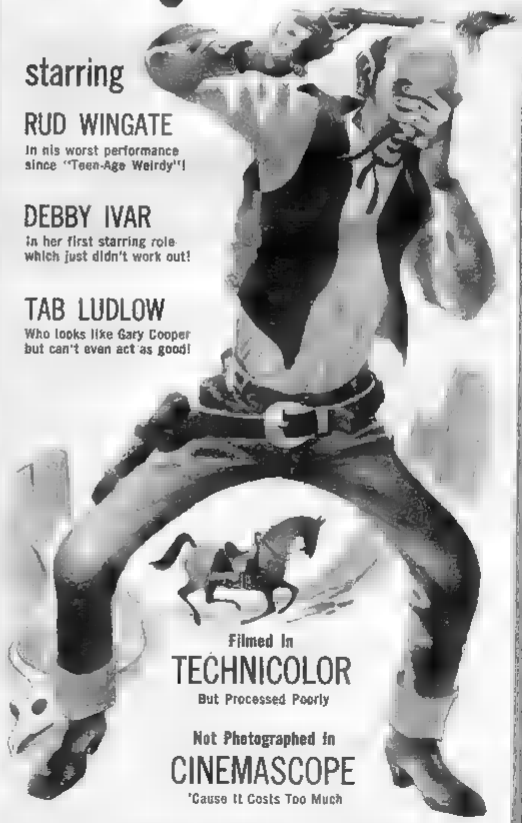
We shall, of course, continue to fight against this 10% Federal tax. The way your phone company looks at it, repeal of the tax would result in such unbridled joy on your part that we would be able to slip through another good-sized general rate increase without you noticing it. Either way, it's coming out of your pocket, and we feel that it would be nicer for us to get the money rather than the government. So please write your congressman urging repeal of this tax, since we find that public pressure is more economical for us than direct bribery.

"Show me a man who knows how to spend a penny, waste a penny, give away a penny, and save a penny, and I'll show you a clod!"—Voltaire

Movie Posters

LESS DRAMATIC THAN "HIGH NOON"!
NOT AS GOOD AS "CIMARRON"!
DULLER THAN "SHANE"!

"Bad Day At Dry Creek"



starring

RUD WINGATE
In his worst performance since "Teen-Age Weirdy"!

DEBBY IVAR
In her first starring role which just didn't work out!

TAB LUDLOW
Who looks like Gary Cooper but can't even act as good!

Filmed In
TECHNICOLOR
But Processed Poorly

Not Photographed In
CINEMASCOPE
'Cause It Costs Too Much

STEREOPHONIC SOUND
But Not Synchronized With The Picture

Produced By Xxxx Xxxxxxx* Directed By Yyy Yyyyyyyy*
Screen Play By Zz Zzzzzzz* Based [redacted] A Novel By Ooo Ooo*

*Actual Names Withheld by Request

BERG'S-EYE VIEW DEPT.

Today, the whole world is concerned with the "population explosion"! And what are the toy companies doing about it? They're making the situation worse by creating an "artificial population explosion"—namely by manufacturing and selling millions of

PATTY PLAY DOLLS

WRITER & ARTIST: DAVID BERG

Patty Play Dolls are them life-size dolls that millions of parents are seen lugging around, because they're much too big for little girls to carry all by themselves.

A little girl who owns one of these life-size play dolls insists that her parents constantly buy it new clothes—and this requires regular, full-price children's clothes!

"Coca-Cola refreshes you best . . ."

IT ISN'T THE INITIAL

Naturally, the doll has to go wherever the kid goes, even to a local movie, f'rinstance. And so, since it occupies its own seat, this means Pop must pay an extra admission!

HAVING ONE IS LIKE

When a play-doll owner gets sick, naturally her doll gets sick, too. So the doctor must be called in to examine and prescribe for both, meaning a "double house call" charge!

Because it is so unwieldy, the kid can't change the doll herself, so Mom has to do it—six times a day! This also results in six times as much laundry for Mom to do, too!

At mealtimes, the kid demands that the doll be seated at the table beside her, and even served real food. This, of course, means extra portions wasted and a wrecked budget!

COST OF THE DOLL, IT'S THE UPKEEP

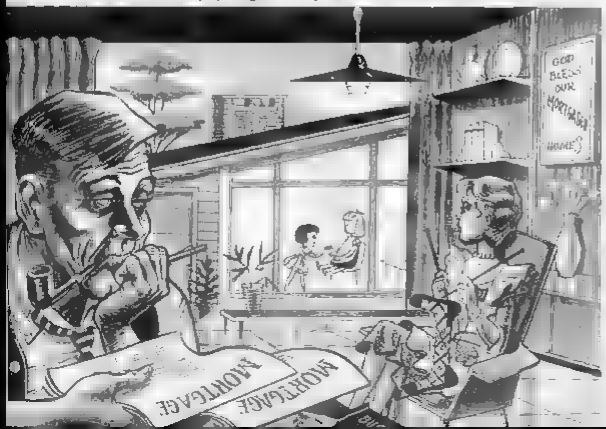
"John, I saw the doctor today . . . and I've got a little surprise for you!"

Then there's the kid's birthday, which incidentally comes the same day ■ the doll's birthday. This means a present from Mom and Pop for the kid—and another for the doll!

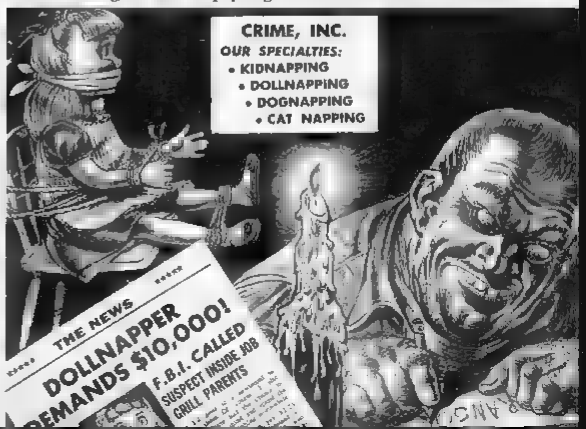
But that's not the only double birthday expense. Because now they've got to throw two birthday parties—one for the kid's friends, and one for the kid's friends' dolls!

HAVING ANOTHER MEMBER OF THE FAMILY

Every little girl demands a doll house for her doll, but in the case of a play-doll owner, this means a fantastic expense. Mainly, you gotta buy the house next door for it.



Then there are unexpected expenses. Like the recent rash of play-doll kidnappings in which parents of hysterical little girls had to pay big ransoms for their safe return.



HOW PARENTS CAN ALLEVIATE EXPENSES OF PATTY PLAY DOLLS

When parents buy a Patty Play Doll, they should quickly send out anouncements of a "New Arrival" in the family.

Gifts will come pouring in for the "New Baby," solving the problems of buying new clothes and accessories for it.

But the upkeep expenses are another problem. Therefore—MAD makes this suggestion to all parents whose kids own Patty Play Dolls: organize! Start a march on Washington!

Demand that the doll be deductible on your Income Taxes

...AS A DEPENDENT!

CLUMSY CATEGORY DEPT.

Very soon, television viewers all over the country will get another taste of "Clumsy Category" time. That's when the Academy of Television Arts & Sciences presents its annual "Emmie" awards for such things as "Best Giggling Next-Door-Neighbor In A Non-Musical Re-Run Situation Comedy That Follows A Western On Tuesdays." Well, this year, MAD has decided to present its own awards for the "BESTS" on TV last season. And while we know that our categories are different from the TV Academy's, we can guarantee they're every bit as clumsy. So, here are . . .

"And this is a portrait of my ancestor who came over on the Mayflower . . ."

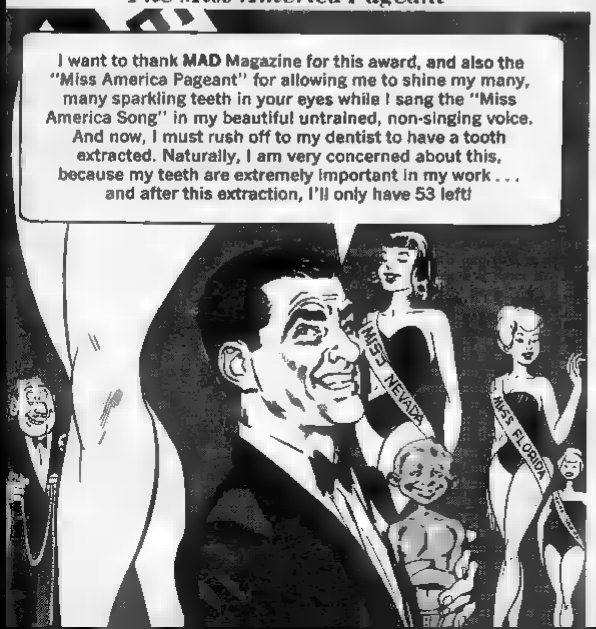
MAD'S TV "ALFIE" AWARDS

ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL

BEST SINGING NON-SINGER MC IN A ONE-TIME SPECIAL WITH THE MOST AND SHINIEST TEETH

WINNER—BERT PARKS

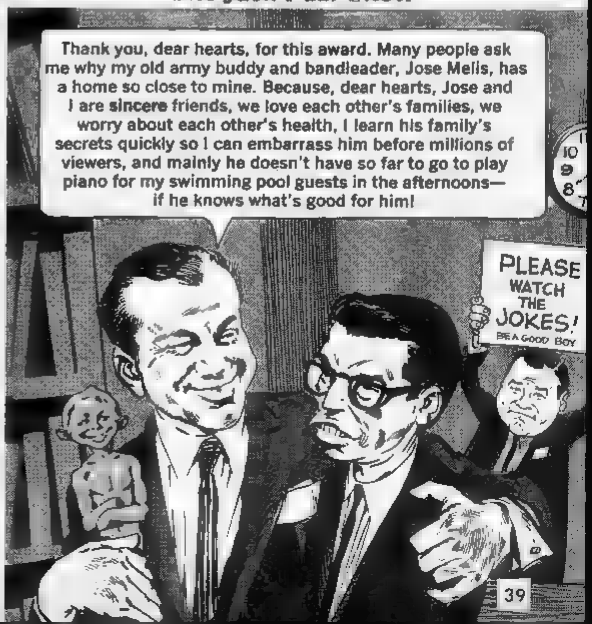
"The Miss America Pageant"



BEST TV STAR WHO IS ALSO THE LIFE-LONG FRIEND OF THE BAND LEADER ON HIS OWN SHOW

WINNER—JACK PAAR

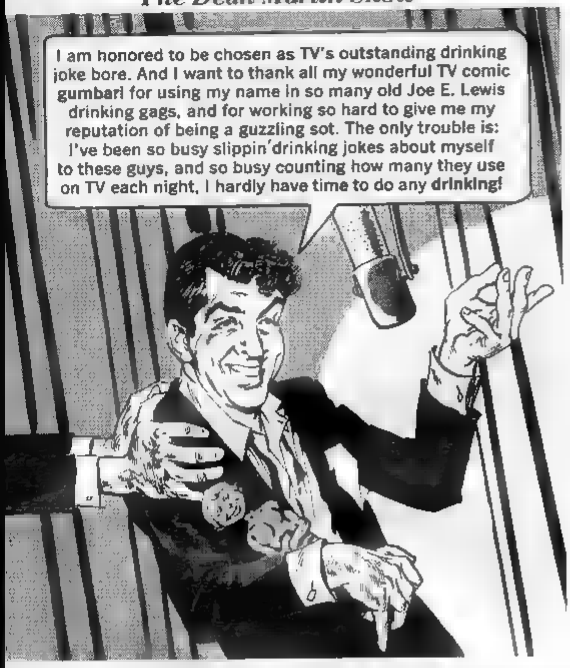
"The Jack Paar Show"



BEST "DRINKING JOKE" BORE STARRING IN AN IRREGULARLY SCHEDULED VARIETY SERIES

WINNER—DEAN MARTIN

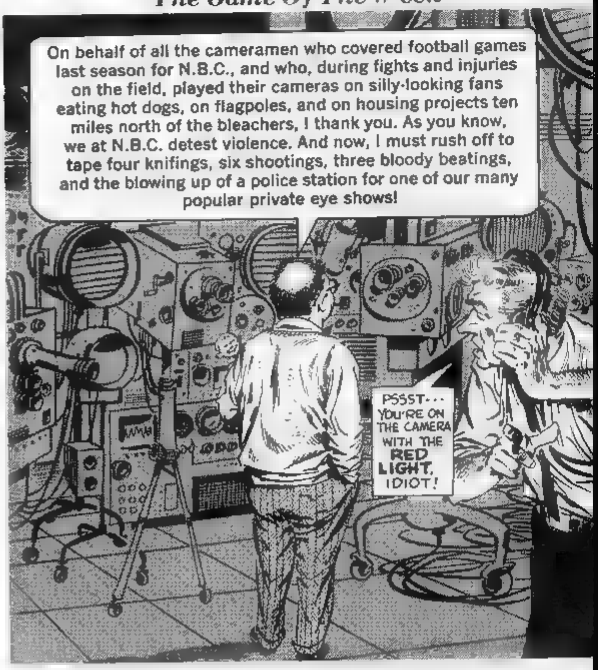
"The Dean Martin Show"



BEST CAMERA AVOIDANCE OF NASTY INCIDENTS DURING A NETWORK-TELEVISED FOOTBALL GAME

WINNER—N.B.C.

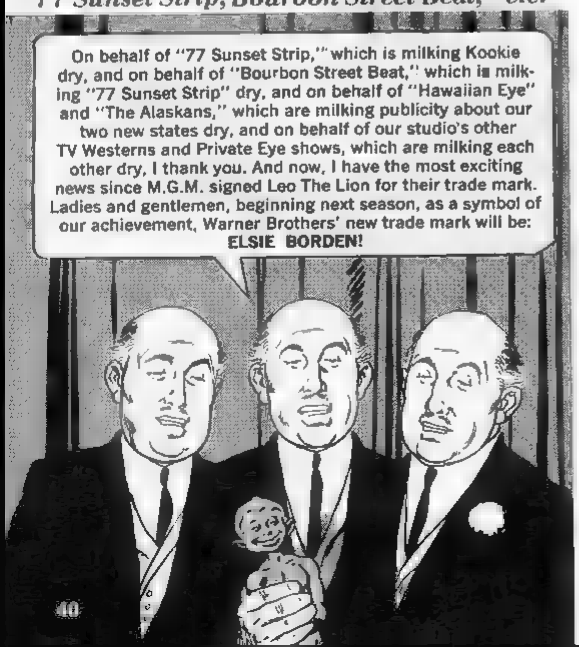
"The Game Of The Week"



BEST MILKERS OF A THEME FOR HOUR-LONG MASS-PRODUCED WEEKLY TELEVISION SERIES

WINNER—WARNER BROTHERS

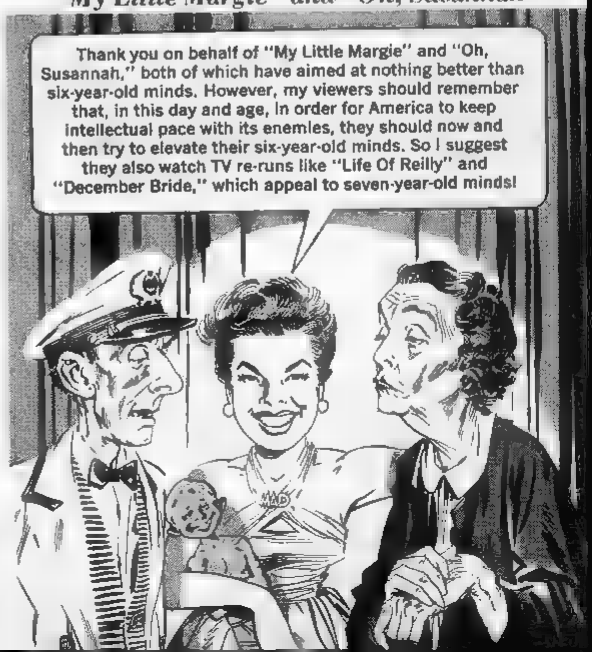
"77 Sunset Strip, Bourbon Street Beat," etc.



BEST STAR OF ADULT TV RE-RUN SHOWS WHICH APPEAL TO SIX-YEAR-OLD MINDS AND UNDER

WINNER—GALE STORM

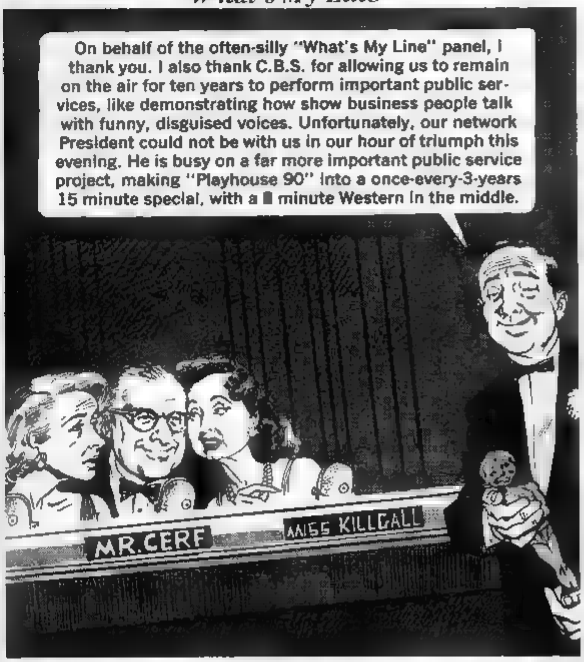
"My Little Margie" and "Oh, Susannah"



BEST DISTINGUISHED NEWSCASTER WHO OFTEN MAKES A FOOL OF HIMSELF AS A PANEL SHOW MODERATOR FOR NO REASON EXCEPT MONEY

WINNER—JOHN DALY

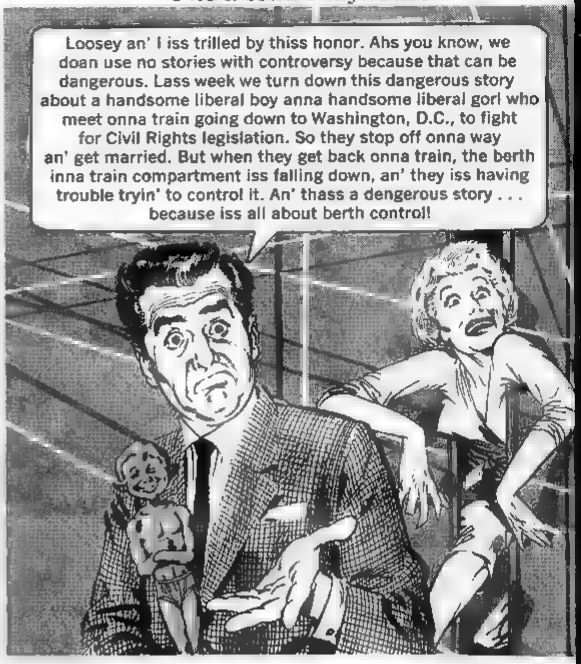
"What's My Line"



BEST DRAMATIC SERIES WITH NO CONTROVERSY, NO UNHAPPY ENDINGS, AND NO COMPLAINTS FROM ANYONE EXCEPT PEOPLE WITH INTELLIGENCE

WINNER—DESI ARNAZ

"The Desilu Playhouse"

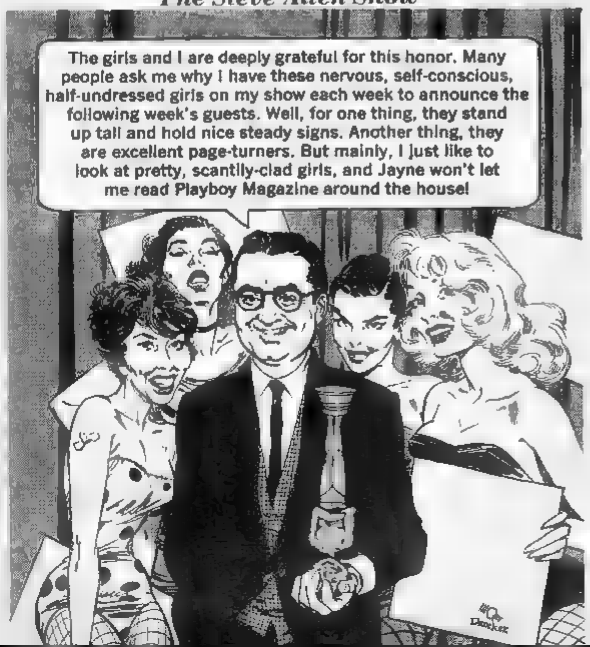


"Superman or no Superman! A phone booth is no place to change clothes!"

BEST GROUP OF NERVOUS, SELF-CONSCIOUS SIGN HOLDERS ON A WEEKLY COMEDY SERIES

WINNER—THE BILLBOARD GIRLS

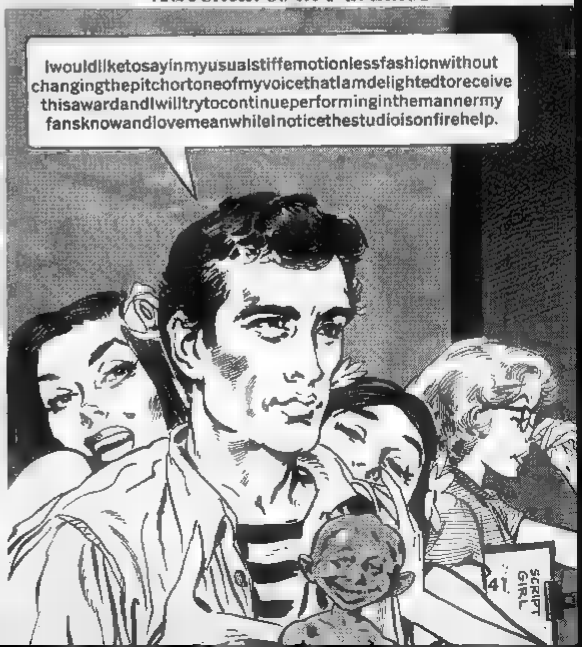
"The Steve Allen Show"



BEST HANDSOME, BUT STIFF AND EMOTIONLESS ACTOR IN A CONTINUING TV DRAMATIC SERIES

WINNER—GARDNER McKAY

"Adventures in Paradise"



"Hold the funeral, fellers! My pants are slipping!"

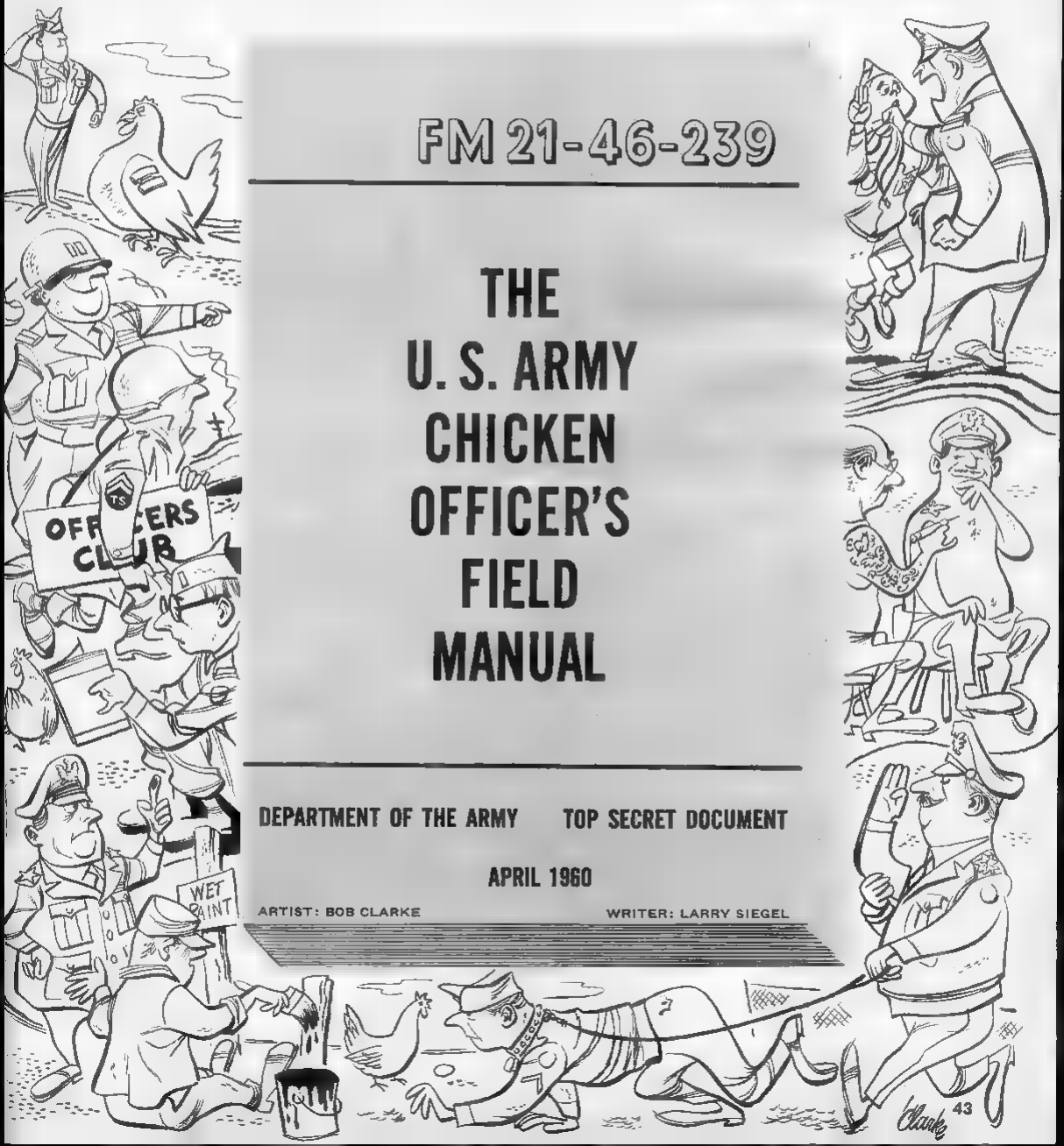
Don tells us about the time he escaped to Europe, and observed...

THE TOURIST

And The Italian Urchins

THE MAN IN COMMAND DEPT.

Any current or former Enlisted Man in the service knows all about Officers. They've learned the hard way! But we'll bet they *don't* know that, just as the Army publishes a basic "Soldier's Guide" for Enlisted Men, it also publishes a basic "Officer's Guide" for Commissioned Men. We know, because we got hold of a copy of this "Top Secret" document recently. Here, then, for the benefit of all the clods who may be going into service soon (so they'll know what to expect from their Officers) are excerpts from our version of



CONTENTS

CHAPTER 1. INTRODUCTION

You, an Officer ■ the Army 1
How to read this manual 2
How to find ■ high school graduate to define the bigger words for you 3

CHAPTER 2. YOU, AND THE ENLISTED MAN

Torturing K.P.s for fun and profit 4
The neglected art of staging 25 mile hikes on Sundays 6
The fun of holding surprise 4:00 AM inspections 8
Turning down enlisted men's furlough requests 9
Turning down enlisted men's week-end pass requests 10
Doing away with enlisted men's ten minute breaks 11
Allowing enlisted men ■ stand ■ ease when wounded 12
Censoring enlisted men's ■ail on the battlefield 13
(a) Grinning ■ his requests for money from home 14
(b) Chuckling at his complaints about muddy fox holes.15
(c) Roaring at the juicy parts of his love letters 16

CHAPTER 3. OFFICER'S MILITARY SCIENCE

Living on the battlefront 17
Finding an 8-room battlefront house for yourself 18
Cross-ventilation in your battlefront house bedroom 19
Center halls avoid GI boot mudtracks on your carpeting 20

CHAPTER 4. ADVANCEMENT

The thrill of making Colonel 20
(a) Wearing your Eagle on all your shirts 21
(b) Wearing your Eagle on all your undershirts 22
(c) Tattooing your Eagle on your skin 23
The shame of being demoted back to Major 24
Solving your skin problems 25

CHAPTER 5. OFFICER'S PERSONAL PROPERTY

The care and treatment of your comic book collection 25

CHAPTER 6. OFFICER'S OPPORTUNITIES

Serving as technical advisor for Hollywood war films 39
(a) Meeting John Wayne 40
(b) Meeting William Holden 41
(c) Meeting Jayne Mansfield 42
(d) Meeting Jayne Mansfield again 43
The A.W.O.L. Officer, and Court Martial trials 48

CHAPTER 7
THE OFFICER'S CODE

Section 1: THE OFFICER'S GENERAL ORDERS

After your troops have taken an enemy town, cleaned out all pockets of resistance, set up guard posts along the perimeter, and the shooting has stopped, you, as ■ Officer, have an important job to do. Namely, climb out of that 27-foot-deep fox hole you've been hiding in.

You also have another important job: Obeying your Officer's General Orders. Here they are. Memorize them, and make sure they do not fall into enemy hands. Have an enlisted man swallow them.

1. To take charge of this enemy town, and all pretty girls in view, leaving the dogs for the men I outrank.
2. To ride my jeep through this town in a military manner, keeping always on the alert for crap games, available booze, and friendly planes that can take me out of danger in case of an enemy counter-attack.
3. To report all violations of black market orders I am instructed to enforce, so I can have more customers for my own supply of soap and Hershey bars.
4. To quit this town only when I am properly relieved, or if I get like frightened by an artillery shell landing 30 miles away.
5. To pass on to any Officer who relieves me: my feather bed, my hot water bottle, my pool table, my comic books, and my nine orderlies. But to be an Indian-Giver if I find out that I outrank him.
6. To talk to no one except in the line of duty, and to be so chicken that no one will talk to me even in the line of duty.
7. To give the alarm for help in case of attack, general disorder, or if I have like a bad war dream.
8. To call all Corporals to my room in any cases not covered by instructions, especially if they are WACS.
9. To insist that my men salute me at all times, and that they sleep and eat at attention, excusing only prostrate, wounded men whom I will have do push-ups while waiting to be evacuated to base hospitals.
10. To run to the General at every opportunity to repeat all the things my men call me, especially names like "Chicken" and "Fink", and try not to cry while doing so.

(Have your Orderly or 1st. Sergeant turn the page for you)

"That was my ace you trumped, idiot!"

CHAPTER 8
MILITARY COURTESY

Section I. TECHNIQUES OF THE HAND SALUTE

Depending upon your rank, and also upon the physical position you will find yourself in during most of the day, your salutes may vary. Here are the salute techniques for different ranking officers:

LIEUTENANTS

When saluting, you must stand tall, raise your hand smartly until the tip of your finger touches your headgear slightly above your right eye. Then drop your hand smartly to your side.

CAPTAINS AND MAJORS

You must sit up tall in your chair, turn down the volume on your TV set, raise hand smartly until tip of finger touches slightly above right eye. Then drop hand smartly to your desk.

COLONELS

Lean back tall in your easy chair, push WAC off lap, remove mood music record from hi-fi set, put down glass of bourbon, raise hand smartly until tip of finger touches slightly below right eye. Drop hand smartly to glass.

GENERALS

Lie back tall in your bed, cursing at being disturbed so early in the afternoon, raise your hand smartly until the tip of your finger touches your inter-office buzzer. Your orderly will come in and salute smartly for you.

Section II. WHEN TO LOOK FOR SALUTES

Any run-of-the-mill Officer can draw a salute from any run-of-the-mill enlisted man on a post. It is the "Creative Salute" that pays off for the really sincere "chicken" Officer.

Here are four of your best targets for "Creative Salutes":

(1) *An Enlisted Man, Living On Post, Carrying a Huge Bundle of Groceries.* Sneak up on him, step out quickly in front of him, show bars . . . then step nimbly aside allowing for smashing of eggs and other breakables on sidewalk as he raises his hand to salute you.

(2) *An Enlisted Man, Living On Post, Carrying Babies In Both Of His Arms.* Sneak up on him, step out quickly in front of him, and show bars as in (1). However, you will find that results are a lot more messier, a lot more noisier, and a heck of a lot more fun.

(3) *An Enlisted Man On Crutches Who Is Just Entering The Post Hospital.* Just make sure that you surprise your intended victim when he is going up steps or is in some awkward position. Otherwise, his crutches may not fall to the ground, and salute is wasted.

(4) *A Wounded Enlisted Man With Both Arms In Slings.* Since all he can do is squirm helplessly when you leap in front of him, he is an ideal target. Just remember: be gallant as well as stern. So open the door for him as he enters the Court Martial Trial Room.

CHAPTER 9
KEEPING PHYSICALLY FIT

Section I. MARCHING

As an officer, you will be required to take long, arduous marches with your men. Here are some sound rules [redacted] follow to keep your self physically fit during these long, arduous marches:

YOUR FEET

Make sure your feet are clean, and you are wearing clean socks. To keep up the circulation [redacted] your feet during the march, stamp them from time to time on the floor of your Jeep.

DRINKING

Ration your drinking carefully while on a march, [redacted] one canteen-full must usually last all the way. It is very difficult to refill canteens. There are few liquor stores on march routes.

FATIGUE

If you feel excessive fatigue, do not discontinue march. Instead, lean your head on your Jeep-driver's shoulder and go to sleep. He'll awaken you for your regular hourly ten minute break.

HALTS

During hourly 10-minute break, lean your head on your Jeep-driver's other shoulder, and go back [redacted] sleep. When break is over, he will awaken you in time for your hourly 40-minute nap.

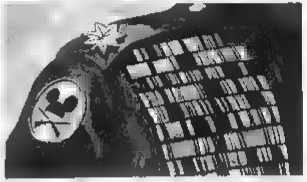
SPECIAL WARNING: Be especially careful toward the end of a prolonged march when you get out of your Jeep to walk the 15 yards to your quarters. If you find yourself feeling dizzy and perspiring excessively during this hike, take a salt tablet.

CHAPTER 10
DECORATIONS AND HONORS

Section II. NON-COMBAT MEDALS AND RIBBONS

The mark of a distinctive Officer is the number of ribbons he wears on his chest. However, an Officer need not necessarily go overseas and fight in battles to look impressive. (See Figs. 14 and 15)

Front view of Lt. Col. Lester Kent, Recruiting Booth Commanding Officer outside Disneyland, who has been in service since a week ago last Friday.



Rear view of Lt. Col. Lester Kent, showing some more non-combat ribbons. Hold picture in front of X-ray machine for view of beribboned undershirt.

Here are some important decorations, citations, and service medals an ambitious Officer can earn without getting involved in battles and other distasteful and sloppy operations:

N. Y. LINCOLN AND HOLLAND TUNNELS DEFENSE SERVICE

TIMES SQUARE [redacted]CRUITING BOOTH CROSS

FORT ORD BRIDGE GAME ELIMINATION VICTORY MEDAL

U. S. ARMY KNITTING EXPERT ON RIGGED TV QUIZ CAMPAIGN

MERITORIOUS SERVICE PHILADELPHIA, PA., STARLING INVASION

DISTINGUISHED SUBWAY RIDING TO AND FROM BROOKLYN ARMY BASE

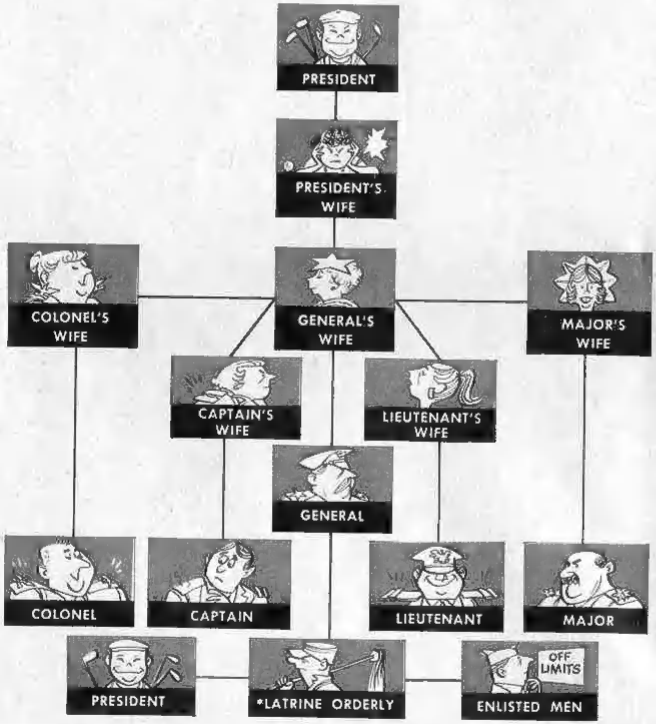
OFFICER'S CLUB DANCE AND CARD PARTY CAMPAIGN

ARMY [redacted] OCCUPATION, BOISE, IDAHO

CHAPTER 11
THE CHAIN OF COMMAND

Section 1. HOW INFORMATION FILTERS DOWN

In today's modern Army, important information filters down through a complex, vital chain of command. For example, the President receives some Top Secret information. Here is how this information is passed on down through Army Echelons:



*Note importance of Latrine Orderly in Army Chain of Command. Not only did the Enlisted Men get the important information from him, he's the one who gave it to the President in the first place.

CHAPTER 16
OFFICER'S MORALE

Section 1. CHICKEN SERVICE SONGS

The Inspection Song

to the tune of "The Air Force Song"

Off we go
Into the barracks yonder,
Pulling an
Inspection again;
Roar right in
Just like a clap of thunder;
Scare the hell
Out of the men!
Hoo-Hah! Hee!

Gig 'em all,
This is no time to blunder,
Get K.P.'s
Like never before;
We live to harrass
The enlisted class,
Hey!
Nothing can stop
The "Chicken Brass" corps!

The Chickens Go Bucking Along

to the tune of
"The Caissons Go Rolling Along"

Buck for leaf,
Buck for star,
A brown nose
Will take you far,
As the "Chickens"
Go bucking along.

Swallow pride
Use back-pats;
You will rise
Among brass-hats,
As the "Chickens"
Go bucking along.

For it's buck-buck-buck,
Hear the "Chicken Soldiers" cluck;
Raise up your voices loud and strong!
BUCK-BUCK!

And where e'er you go,
Always use some snow,
And you'll keep right
On bucking along.

From The Halls Of Old R.O.T.C.

to the tune of "The Marine Corps Hymn"

From the halls of old R. *O.* T. C.
To the rooms at O.C.S.
We are taught that all Enlisted Men
Have to live in great distress.

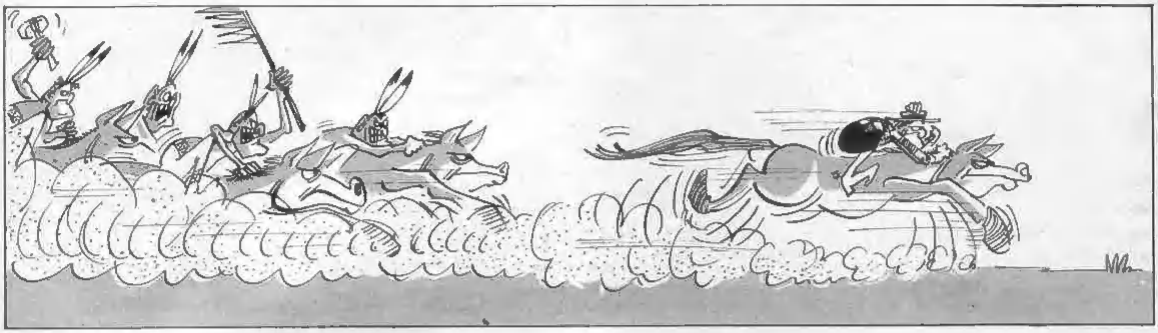
So we badger and annoy-oy them
With our chores both cruel and mean,
And instead of fighting ba-ttles,
They are cleaning up latrines.

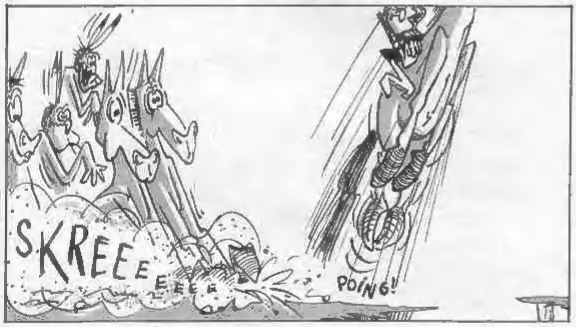
DON MARTIN DEPT. PART IV

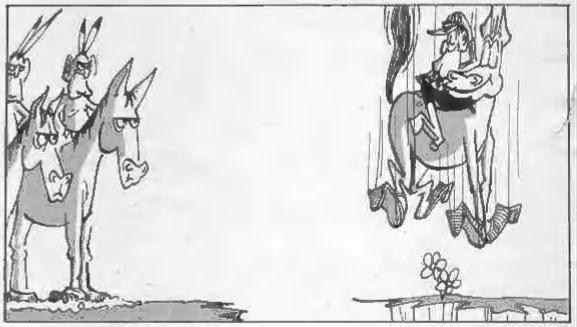
Don has always been fascinated with our "Scenes We'd Like To See", so he's tried one himself. Here, then, is a Don Martin version of

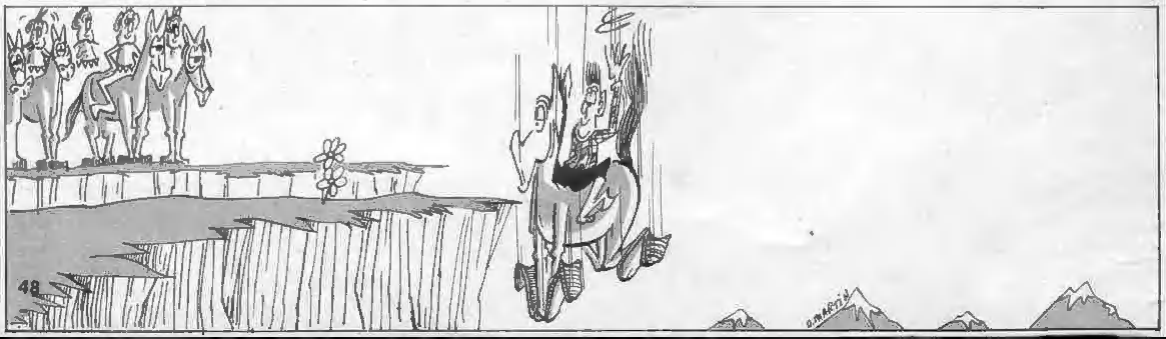
THE CHASE

"Good Lord! Mars is inhabited!"









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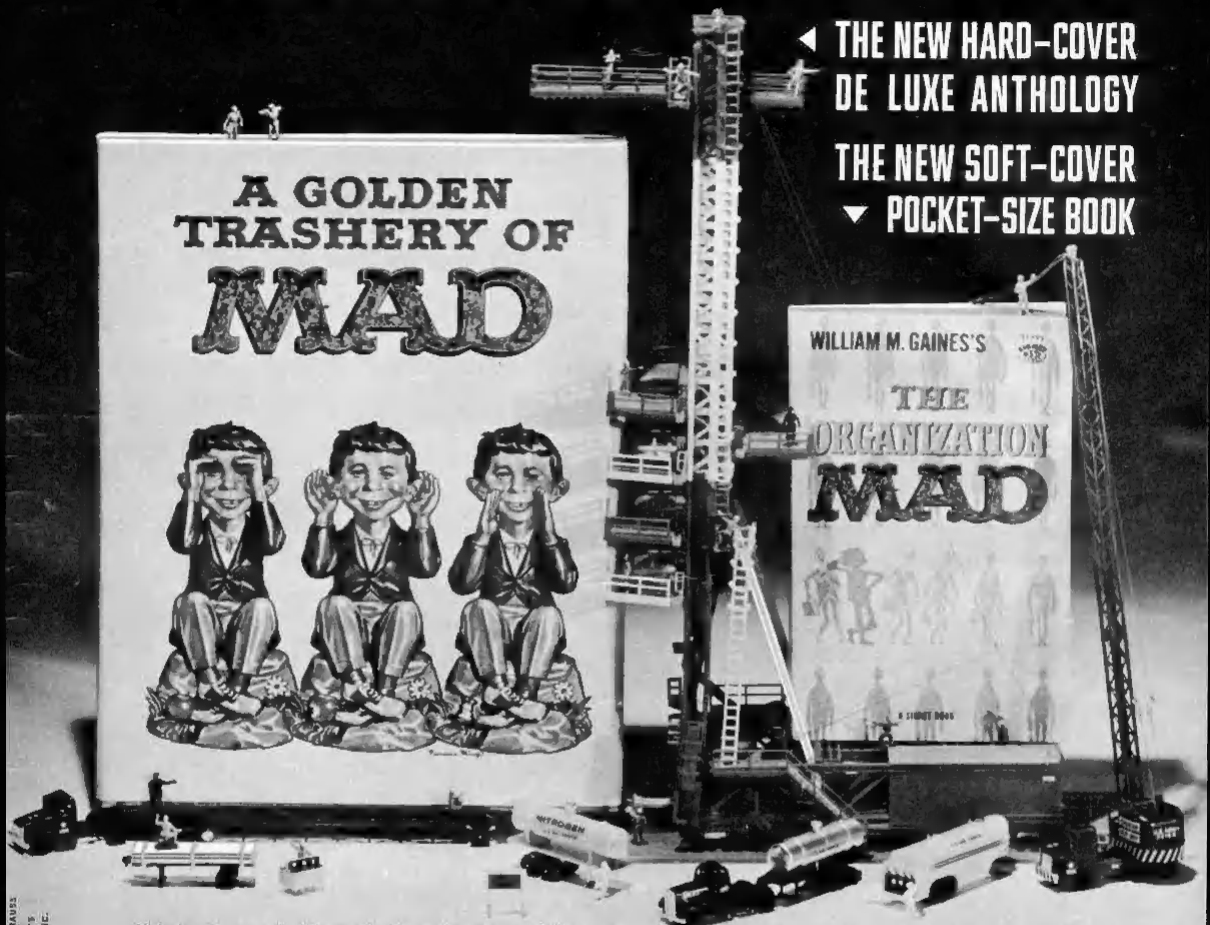
THE NEW SOFT-COVER ▼ POCKET-SIZE BOOK



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"Crocked" by FRANK KELLY FREAS

Artist • Illustrator • Drunk

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Guess the laugh's really on us. We never figured Mr. Freas's hobby would turn out to be "drinking"!

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